

**Luis**  
**Sales Development Leader**  
Colombia

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Results-driven sales leader with over 10 years in SaaS and B2B markets, consistently exceeding revenue targets and building strategic partnerships, achieved a 35% increase in client engagement and sourced

## SKILLS

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**Skills:** Sales Strategy Development • Outbound Sales • Lead Qualification • Account Management • Pipeline Management • Business Development • Team Leadership • Sales Coaching • Performance Tracking • Customer Relationship Building • Market Analysis • Cross-Functional Collaboration • Salesforce CRM • HubSpot CRM • Solution Selling

**Languages:** English (Professional); Spanish (Native)

## PROFESSIONAL EXPERIENCE

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**Toshiba Global Commerce Solutions** — Colombia

Oct 2023 – Present

*Business Development Manager*

- Conducted comprehensive quantitative and qualitative analysis to evaluate the potential of new business and channel opportunities based on geographical factors and market trends, enhancing strategic alignment with Toshiba's regional goals. 20% increase in strategic alignment
- Identified, reached out to, engaged, and cultivated new customer relationships in LATAM, leveraging Toshiba's brand and strategic objectives to expand market presence. 35% increase in client engagement
- Evaluated and prioritized over 40 incoming partner requests in the region, applying a 5-point scoring system to improve partner quality by 42%.
- Collaborated with cross-functional teams to achieve key business objectives, channel revenue targets, and product enhancement initiatives, facilitating interdepartmental synergy. 58% achievement of channel targets
- Represented Toshiba as a subject matter expert at industry events and forums, enhancing brand recognition and thought leadership.
- Sourced a \$200K deal for a major cosmetic brand, growing the regional sales pipeline.
- Led a team of three BDRs, optimizing prospecting processes and increasing pipeline growth by 45% through targeted coaching and strategic planning.

**Veridas** — Colombia

Jan 2022 – Jul 2023

*Sales Development Manager*

- Led and coached a team of eight SDRs covering LATAM and U.S. markets, driving a 47% increase in team quota attainment through targeted mentorship and strategic direction.
- Designed innovative outbound sales strategies and optimized workflows, improving the efficiency of lead generation processes by 28%.
- Developed sales playbooks and performance tracking systems to ensure alignment and accountability across sales teams, resulting in 42% higher SDR productivity.

**Incode Technologies** — Colombia

Jul 2021 – Jan 2022

*Senior Business Developer*

- Initiated sales opportunities through outbound prospecting and qualifying inbound leads, resulting in a 35% increase in SQL conversion.
- Collaborated closely with marketing and sales teams to optimize lead qualification processes, reducing lead conversion time by 40%.
- Developed and refined sales outreach sequences, enhancing prospect engagement and strengthening the sales funnel. 20% improvement in engagement.

Presented by Near

- Provided strategic insights on pipeline management, driving higher conversion rates and exceeding quarterly goals. 58% pipeline increase
- Sourced a \$1.2M USD deal with a major U.S. rental car company, significantly impacting the company's revenue.
- Achieved quota attainment for five consecutive quarters, demonstrating consistent performance excellence.

**AltSales** — Colombia

Aug 2020 – Jun 2021

*Senior Sales Development Representative*

- Responsible for driving the generation and qualification of corporate leads through phone and digital channels, achieving a 65% contact-to-lead conversion rate.
- Cold-called and engaged prospective clients, scheduling significant meetings to catalyze business opportunities leading to increased client acquisition. 42% increase in client meetings
- Worked directly with cross-functional teams to develop call scripts and lead qualification criteria, enhancing the effectiveness of outreach strategies.
- Managed key performance metrics, ensuring consistent SDR productivity and success, achieving an average quota attainment rate of 98%.
- Sourced an \$880K USD deal with a U.S. stadium.

**ProspectHunter** — Colombia

Feb 2018 – Dec 2018

*Business Development Representative*

- Prepared detailed reports, bids, studies, and presentations to support commercial actions stemming from client interactions and market assessments.
- Actively participated in marketing initiatives, executing both in-person and digital strategies to bolster brand visibility and customer engagement.
- Reached 120% of quota, earning a prestigious President's Club award for exceptional performance.

## EDUCATION

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**Universidad Sergio Arboleda** — Colombia

International Business, 2020

Graduated with a focus on international market strategies and business development.

## ADDITIONAL EXPERIENCE

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- Led initiatives for community engagement, focusing on empowering youth through education and professional development workshops. Briefly served as Account Executive Strategic Properties from Mar 2014 to Sep 2017.