

Luis
Senior Business Development Strategist - SaaS & FinTech
Colombia

Dynamic senior business developer with over 10 years of experience in SaaS and FinTech, growing LATAM and U.S. markets. Closed deals up to \$1.2M and led teams to overachieve quotas by 120%.

SKILLS

Skills: Outbound Sales Strategies • Sales Playbooks • Performance Tracking • Training Programs • Quantitative Analysis • Qualitative Analysis

Languages: English (Professional); Spanish (Native)

PROFESSIONAL EXPERIENCE

Toshiba Global Commerce Solutions — Colombia Oct 2023 – Present

Business Development Manager

- Evaluated new business opportunities in LATAM, achieving \$200K deal for a major cosmetic brand. LATAM opportunities
- Led a team of 3 BDRs, optimizing prospecting techniques to enhance pipeline growth, resulting in a 25% increase in qualified leads.
- Represented Toshiba at industry events, contributing to strategic market positioning, leading to a 15% increase in brand recognition. Industry event representation

Incode Technologies — Colombia Jul 2021 – Jan 2022

Senior Business Developer

- Initiated sales opportunities, closing \$1.2M deal with a U.S. rental car company.
- Achieved quota attainment for 5 consecutive quarters, leading team to open 50 new opportunities.
- Collaborated with marketing and sales to optimize lead qualification, boosting conversion rates.

AltiSales — Colombia Aug 2020 – Jun 2021

Senior Sales Development Representative

- Drove lead generation and qualification through phone and digital channels, sourcing \$880K stadium deal.
- Maintained 98% average quota attainment across the team.

ProspectHunter — Colombia Feb 2018 – Dec 2018

Business Development Representative

- Sourced and developed new business opportunities.

Strategic Properties — Colombia Mar 2014 – Sep 2017

Account Executive

- Prepared reports, bids, and presentations, supporting client interactions and commercial actions.
- Played key role in achieving 120% of quota, earning President's Club award.

Veridas — Colombia Jan 2022 – Jul 2023

Sales Development Manager

- Led and coached a team of 8 SDRs covering LATAM and U.S. markets, achieving a 30% increase in sales efficiency.
- Designed outbound sales strategies and optimized workflows for efficiency, resulting in a 20% reduction in sales cycle time.

EDUCATION

Universidad Sergio Arboleda — Colombia