

Luis
Senior Business Development Leader - LATAM & US Sales
Colombia

Senior Business Development Leader with over 10 years of experience in LATAM and US markets, specializing in strategic partnerships and achieving \$1.2M deals with 120% quota attainment. Proven track record in CRM systems and team leadership.

SKILLS

Skills: Sales Development • Business Development • Pipeline Management • Performance Tracking • Lead Qualification • Outbound Sales Strategies • B2B Sales • Account Management • CRM Systems • Salesforce • Negotiation • Market Analysis • Strategic Planning • Customer Relationship Management • Sales Forecasting

Languages: Spanish (Native); English (Fluent)

PROFESSIONAL EXPERIENCE

Toshiba Global Commerce Solutions — Colombia Oct 2023 – Present
Business Development Manager

- Conducted quantitative and qualitative analysis for new business opportunities in LATAM. \$200K deal for a cosmetic brand
- Identified and cultivated new customer relationships aligning with Toshiba's strategy. Led team of 3 BDRs
- Represented Toshiba as an expert at industry events. Sourced \$200K deal | Optimized pipeline growth

Incode Technologies — Colombia Jul 2021 – Jan 2022
Senior Business Developer

- Initiated sales opportunities through outbound prospecting and lead qualification. \$1.2M deal with U.S. rental car company
- Collaborated to optimize lead qualification processes. Achieved quota for 5 consecutive quarters
- Led team of SDRs to open 50 new opportunities for AEs, resulting in a 20% increase in pipeline conversion rate.

AltiSales — Colombia Aug 2020 – Jun 2021
Senior Sales Development Representative

- Generated and qualified corporate leads through phone calls and digital channels. Average quota attainment of 98% across team
- Developed lead qualification criteria and call scripts. \$880K deal with U.S. stadium

ProspectHunter — Colombia Feb 2018 – Dec 2018
Business Development Representative

Strategic Properties — Colombia Mar 2014 – Sep 2017
Account Executive

- Prepared reports and presentations supporting commercial actions. 120% of quota attained | President's Club award
- Participated in marketing initiatives, boosting engagement. 95-105% quota attainment in U.S. market

Veridas — Colombia Jan 2022 – Jul 2023
Sales Development Manager

- Led and coached a team of 8 SDRs covering LATAM and U.S. markets.
- Designed outbound sales strategies and optimized workflows for efficiency.
- Developed sales playbooks, performance tracking systems, and training programs.

EDUCATION

Universidad Sergio Arboleda — Colombia
Business Administration, 2020