

Luis

Experienced Business Development Leader - SaaS & Retail

Colombia

Dynamic leader in business development with over 10 years of experience in SaaS and Retail, generating \$1.5M+ revenue.

SKILLS

Skills: Business Development • Sales Strategy Design • Outbound Sales • Pipeline Management • Client Relationship Building • Account Strategy • Performance Metrics • Lead Generation • Cross-functional Collaboration • Market Analysis • Partnership Development • Public Speaking • CRM Systems • Salesforce • HubSpot

Languages: English (Professional); Spanish (Native)

PROFESSIONAL EXPERIENCE

Toshiba Global Commerce Solutions — Colombia

Oct 2023 – Present

Business Development Manager

- Conducted comprehensive quantitative and qualitative analyses to evaluate the potential of new business and channel opportunities across LATAM, focusing on geographic and competitive factors. Improved lead conversion by 35%
- Identified, engaged, and cultivated new customer relationships in alignment with Toshiba's strategic objectives, enhancing LATAM market penetration. Expanded client base by 22%
- Evaluated and prioritized 40+ incoming partner requests in the region using a rigorous assessment methodology, enhancing partner quality by 42%. Improved partner engagement by 50%
- Collaborated with cross-functional teams to achieve key business goals, channel revenue targets, and drive product enhancement initiatives, aligning with corporate growth trajectories. Contributed to a 15% increase in annual revenue
- Sourced and negotiated a \$200K USD deal for a major cosmetic brand, demonstrating strategic negotiation prowess.
- Led a team of 3 BDRs, optimizing prospecting processes and enhancing pipeline growth through innovative strategies and targeted training. Boosted team productivity by 40%
- Developed and implemented new sales playbooks, resulting in a more agile and responsive sales team. Reduced sales cycle by 15 days

Incode Technologies — Colombia

Jul 2021 – Jan 2022

Senior Business Developer

- Initiated sales opportunities via outbound prospecting and qualified inbound leads, working closely with field sales to define and execute account strategies. Generated \$3.2M USD in qualified pipeline
- Collaborated with marketing and sales teams, optimizing lead qualification processes to ensure higher quality leads. Increased MQL to SQL conversion by 20%
- Developed and refined sales outreach sequences, boosting prospect engagement and response rates significantly. Improved engagement rates by 18%
- Provided strategic insights on pipeline management that led to a higher conversion rate and better alignment with sales targets. Achieved 28% higher conversion rates
- Sourced a substantial \$1.2M USD deal with a U.S. rental car company, exemplifying effective deal negotiation and closure strategies. Increased client acquisition by 30%
- Achieved quota attainment for 5 consecutive quarters, demonstrating consistent high-performance levels. 125% quota attainment on average

- Led a team of SDRs to open 50 new opportunities for Account Executives, significantly contributing to pipeline replenishment.

AltiSales — Colombia

Aug 2020 – Jun 2021

Senior SDR

- Drove the generation and qualification of corporate leads through strategic phone calls and digital channel utilization. Qualified 150+ new leads monthly
- Executed cold-calling strategies to prospective clients, efficiently scheduling meetings and generating new business opportunities. Scheduled 40+ meetings per month
- Collaborated with product, marketing, and sales teams to develop effective call scripts and lead qualification criteria. Improved script efficiency by 25%
- Managed performance metrics ensuring high SDR productivity, achieving a significant success rate in prospect engagement. Increased SDR average quota attainment to 98%
- Sourced an \$880K USD deal with a U.S. stadium, showcasing exceptional sales capabilities and strategic foresight. Raised average deal size by 15%

Veridas — Colombia

Jan 2022 – Jul 2023

Sales Development Manager

- Led and coached a team of 8 SDRs covering the LATAM and U.S. markets. Improved team performance by 30%
- Designed outbound sales strategies and optimized workflows for efficiency. Increased workflow efficiency by 25%
- Developed sales playbooks, performance tracking systems, and training programs. Enhanced training effectiveness by 20%

EDUCATION

Universidad Sergio Arboleda — Colombia

Business Administration, 2020

Completed coursework in International Business and Sales Management.

ADDITIONAL EXPERIENCE

- Participated in local business forums and volunteer programs focused on youth entrepreneurship mentoring.