



Business Development Specialist

(LATAM – Portuguese/Spanish Speaking)

Overview of the Role

The Business Development Specialist (BDS) will play a key role in expanding the company's presence across Latin American (LATAM) markets. The successful candidate will focus on identifying, developing, and managing new business opportunities within government and public-sector transport authorities.

This role requires fluency in **Spanish and/or Portuguese**, with the ability to confidently engage government stakeholders, conduct presentations, and manage the full sales cycle in these languages.

The BDS will work closely with the Head of Business Development, Marketing, and Product teams to drive pipeline growth, close new opportunities, and build strong regional relationships. The role requires regional travel within LATAM markets we are targeting.

Key Competencies

- Fluency in Portuguese and/or Spanish (written and spoken) – essential
- Proven experience in B2G or enterprise sales (software preferred)
- Strong understanding of public-sector procurement environments
- Excellent communication, presentation, and negotiation skills
- Ability to build and maintain relationships with senior stakeholders
- Results-driven with a track record of meeting or exceeding targets
- Strong research, prospecting, and lead qualification skills
- Analytical and strategic thinking
- Strong knowledge of software solutions and digital transformation initiatives
- Willingness and ability to travel within LATAM countries as required

Roles and Responsibilities

Market Development & Lead Generation

- Identify and qualify new business opportunities across targeted LATAM countries
- Conduct market research to understand government priorities, policies, and procurement pipelines
- Build and maintain a strong pipeline of qualified prospects
- Engage in outbound prospecting, networking, and relationship-building activities

Sales Cycle Management

- Manage the sales cycle from initial contact through to deal closure
- Conduct presentations, product demonstrations, and sales meetings in Portuguese and/or Spanish
- Understand client requirements and propose tailored software solutions
- Support the preparation and submission of proposals, tenders, and RFP responses
- Negotiate and finalize contracts and pricing agreements in coordination with leadership

Relationship Management

- Develop and maintain strong relationships with key decision-makers in government and transport authorities
- Represent the company at conferences, trade shows, and industry events across LATAM
- Maintain regular follow-up communication with prospects and clients
- Ensure smooth handover to delivery teams post-sale while maintaining ongoing client engagement

Reporting & CRM

- Maintain accurate records of opportunities and client interactions in CRM systems
- Provide regular pipeline updates, forecasts, and performance reports

- Track competitor activity and market trends within LATAM regions

Educational / Experience Requirements

- Bachelor's degree in Business Administration, Marketing, International Relations, or related field
- 3–7 years experience in business development or sales (B2G or enterprise preferred)
- Experience selling software or technology solutions is highly advantageous
- Familiarity with public-sector procurement processes in LATAM markets
- Demonstrated ability to manage the full sales cycle
- Existing network within LATAM transport or government sectors is a strong advantage
- Proficiency in CRM and sales analytics tools

Additional Attributes

- Self-motivated, proactive, and comfortable working independently
- Strong cross-cultural communication skills
- High level of professionalism when engaging government officials
- Comfortable working in a fast-paced and evolving environment
- Strong problem-solving and solution-oriented mindset
- Willingness to travel regionally within LATAM markets to support business development efforts

Success Measures (KPIs)

- Pipeline value and growth within LATAM markets
- Revenue achievement vs target
- Number of qualified leads generated and converted
- Tender/RFP participation and win rate
- Quality of stakeholder relationships built in target countries

This role represents a fantastic opportunity to join a respected team. If you are interested and meet the selection criteria, please send your CV to Keshnee Reddy-Chetty, Keshneer@icetech.io.