

MIGUEL BITAR

Madrid, Spain

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SUMMARY

Bilingual SDR/BDR (Spanish-English) with experience generating pipeline for cybersecurity and SaaS platforms across LATAM, Spain, and the US. Proven track record booking qualified meetings with enterprise buyers in IT, security, and operations. Comfortable working remote across time zones, with strong command of outbound prospecting tools (Apollo, LinkedIn, cold calling) and CRM hygiene. Passionate about helping tech companies grow their footprint in Spanish-speaking markets.

WORK EXPERIENCE

Batuta (Metabase Q), Madrid, Spain (Remote)

June 2024-Present

Business Development Representative (BDR)

- Generated 300+ qualified opportunities (SQLs) through multichannel outbound efforts.
- Qualified IT and security decision-makers across LATAM, Spain, and the US for a cybersecurity SaaS solution.
- Led discovery calls with CEOs, CISOs and IT managers to understand pain points and align solution fit.
- Coached and oversaw activity of junior SDR, increasing appointment set rate by 30%.
- Delivered detailed discovery and supported handoffs for deals up to \$250k ARR.
- Built and executed outbound strategy, sequences via Apollo, phone, and LinkedIn, securing intro calls with enterprise clients.
- Drove strategic feedback loops using Gong insights to refine messaging and outreach.
- Enabled external SDR teams and contributed to playbook creation for scalable pipeline generation.

ROVI Pharma Industrial Services, Madrid, Spain

October 2023-June 2024

Business Development Representative (BDR)

- Partnered with business intelligence and sales teams to identify target segments and ideal buyer personas.
- Created lead lists and outbound strategies aligned with commercial and strategic goals.

Flodesk, Madrid, Spain (Remote)

September 2023-January 2024

Data & Market Insights Intern

- Supported go-to-market and retention strategies through data analysis and segmentation insights.
- Created visualizations and reports to communicate findings to both technical and non-technical stakeholders.

Sinapsis Medical, Mexico City, Mexico

September 2019-March 2022

Account Executive

- Built C-level relationships to source, qualify, and close outbound leads.
- Delivered product demos, managed post-sale implementation, and supported user adoption.

EDUCATION

EAE Business School, Madrid

2022-2023

Masters in Management, STEM

STEM focus, Minor in Big Data

Universidad Anáhuac, Mexico City

2014-2018

Bachelor of Science in Biomedical Engineering

CERTIFICATES & LANGUAGES

Languages

English (C1), Spanish (C2), French (A2).

Skills

Consultative Sales, Outbound & Inbound Lead Qualification, Negotiation, Account-Based Prospecting, Sales Enablement.

Tools

HubSpot, Salesforce, Apollo, Outreach, Gong, Slack, Notion, Google Workspace, ZoomInfo, LinkedIn Sales Navigator

Technologies

Data Analysis and Visualization, Business Intelligence, Artificial Intelligence.