

## Contact

lbasin23@gmail.com

[www.linkedin.com/in/leonbasin](https://www.linkedin.com/in/leonbasin)  
(LinkedIn)  
[basinleon.github.io/](https://basinleon.github.io/) (Portfolio)

## Top Skills

B2B Marketing  
Zero Trust  
Client Relations

## Languages

English (Native or Bilingual)  
Russian (Native or Bilingual)  
Ukrainian (Elementary)

## Certifications

Filling The Funnel  
Sales Prospecting  
Strategic Partnerships  
Sales Fundamentals  
Sales Discovery

## Publications

Acceptance  
Unlock the Power of Storytelling: A Cybersecurity Saga That Inspires Change  
Sam & Ink Story

# Leon Basin

GTM Systems Architect with expertise in Python-native revenue engineering. I'm building "Signal Refineries" for companies transitioning from pre-series to series A, B, and C.

San Francisco Bay Area

## Summary

I build revenue systems that eliminate sales toil and shorten "human latency."

15 years across Google, SurveyMonkey, Hewlett Packard and NetApp taught me that more "activity" isn't the answer. The answer is better architecture.

I build the bridge that closes the 40-hour gap where hot market signals sit untouched because teams are drowning in noise.

## The Results:

- 160% Pipeline Growth: Bridged a Series A Cybersecurity firm to their Series B.
- Significant Yield: Built a bifurcated GTM model that replaced manual labor with automated discovery.
- Validation: I don't just build the machine; I get on the phone and validate the messaging myself.

**The Machine (Basin::Nexus):** I architected a proprietary Revenue OS (Python/LLMs) that handles lead scoring and signal detection so humans can focus on the close.

**The Mission:** Seeking a Director-level leadership role where the goal is to scale a commercial engine through systems thinking and signal integrity.

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## Experience

Basin::Nexus (Independent Consultancy)

**Principal GTM Architect**  
November 2025 - Present (3 months)  
Mountain View, CA

Current Status: Deploying fractional revenue architecture for Series A clients.  
Open to transitioning these frameworks in-house for a full-time Director of RevOps/GTM Systems role.

The Mission: Replacing "Manual SDR Toil" with "Python-Native Revenue Engines."

The Work: Architecting custom ingestion layers (Clay + n8n + Python) that route "Whales" to executive slack channels in <400ms.

The Result: Systems deployed currently driving 3x pipeline velocity and reduced CAC.

**Fudo Security**  
Senior Manager, GTM Strategy & Partnerships (Americas)  
February 2024 - November 2025 (1 year 10 months)  
Union City, California, United States

- Led Americas GTM strategy, driving a 160% increase in pipeline coverage YoY.
- Operationalized the partner channel across NA & LATAM, turning dormant resellers into active deal sources.
- Personally managed key enterprise accounts, moving stalled PoCs to commercial contracts.

**Braintrust**  
Growth & Community Operations  
January 2024 - July 2024 (7 months)  
San Francisco, CA

- Promoted the user-owned professional network and job marketplace to high-value talent.
- Drove engagement and transparency initiatives to expand access to top tech opportunities.

**SlingShot ConnectionS**  
Regional Key Account Manager  
April 2023 - September 2023 (6 months)  
San Francisco Bay Area

- Managed strategic workforce partnerships, aligning staffing solutions with enterprise growth strategies.
- Expanded key accounts and optimized engagement programs across enterprise clients.

### Sense

2 years 4 months

#### Group Manager, Global Business Development

July 2022 - April 2023 (10 months)

San Francisco, California, United States

- Managed a high-performing BDR team that generated \$10M in pipeline.
- Built the "Social Selling" playbook that increased response rates by 125%.
- Reduced customer churn by 12% through automated retention workflows.

#### Enterprise Team Lead, Account Management

January 2022 - December 2022 (1 year)

San Francisco, California, United States

- Accelerated B2B adoption of enterprise survey solutions, leveraging AI-driven insights.
- Optimized multi-channel sales engagement, increasing enterprise market penetration.

#### Global Business Development

January 2021 - January 2022 (1 year 1 month)

San Francisco, California, United States

- Transformed the staffing industry by optimizing recruiter productivity and increasing placement success.
- Equipped staffing leaders with an all-inclusive engagement platform to sustain high levels of candidate involvement.
- Advanced staffing firms into people-centric organizations by leveraging state-of-the-art automation technology.

### SurveyMonkey

2 years

#### Enterprise Business Development

February 2019 - January 2021 (2 years)

San Mateo, CA

Powering the curious by helping companies turn feedback into action through people-powered data.

### Sales Development

February 2019 - July 2019 (6 months)  
San Mateo, CA

**Sanho Corporation**  
**Customer Success Manager**  
February 2015 - February 2019 (4 years 1 month)  
Fremont, CA

**Google**  
**Operations Specialist**  
August 2014 - January 2015 (6 months)  
Mountain View, CA

- Analyzed user trends & provided data-driven product recommendations for Google Wallet & Compliance teams.
- Collaborated cross-functionally to enhance user experience & security operations.

**NetApp**  
**Operations Analyst**  
March 2013 - August 2014 (1 year 6 months)  
Sunnyvale, CA

- Managed a team of 3 employees to ensure proper adherence to dispatch codes and responses to emergencies.
- Oversaw responses to thefts, medical emergencies, and building security threats, compiling incident reports.
- Developed strong leadership and communication skills while working at NetApp in Sunnyvale, CA.

**Mosaic Sales Solutions**  
**Multimedia Consultant**  
March 2011 - February 2013 (2 years)  
San Francisco Bay Area

- Directed a team of 50 employees across 40 stores, ensuring efficient management of gift cards and prepaid phones
- Spearheaded overnight installations of gift card display units as the responsible manager
- Coordinated peer-level teams to support comprehensive resets and extensive projects in the San Francisco Bay Area
- Optimized visual presentation by systematically stocking, facing, and pricing merchandise

Hewlett Packard Enterprise  
Field Sales Manager  
July 2010 - December 2011 (1 year 6 months)  
Palo Alto, CA

- Managed and trained a team of 20 associates in product demonstration techniques.
- Conducted in-depth comparative analysis between HP computers and other leading brands in the market.

PropertyMinder  
Sales Development Representative  
February 2010 - August 2010 (7 months)  
San Jose, CA

- Conducted cold calls to Real Estate agents to promote PropertyMinder website
- Analyzed phone call reports to enhance ROI
- Utilized Salesforce for customer data documentation and performance metrics tracking

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## Education

Santa Clara University Leavey School of Business  
Executive MBA · (2021 - 2023)

University of Phoenix  
Bachelor of Science (BS), Psychology

De Anza College  
Associate of Arts (A.A.), Business Administration and General Studies

De Anza College  
Certificate of Achievement - Technical Writing, Professional, Technical, Business, and Scientific Writing

De Anza College  
Speech Communication – Certificate of Achievement, Speech Communication and Rhetoric