

Leon Basin

GTM ENGINEER

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EXECUTIVE SUMMARY

GTM systems leader with 15+ years of experience bridging the gap between sales and engineering. I build the technical infrastructure that high-growth AI unicorns and enterprise teams use to scale. My focus is on automating sales workflows with Python-native systems and custom data pipelines that drive measurable revenue. I've managed \$300M+ enterprise portfolios and specialize in translating technical capabilities into business value for executive buyers.

TECHNICAL & OPERATIONAL COMPETENCIES

Engineering:	Python (Automation), API Integration, JSON Parsing, SQL	Revenue Ops:	Pipeline Architecture, Signal-Based Routing, Deal Rescue
Stack:	Clay, n8n, Supabase, Salesforce, HubSpot, Gong, Outreach	GTM Strategy:	Technical Partner Enablement, Enterprise Upsell, QBRs
GenAI:	LLM Orchestration, Prompt Engineering, Agentic Workflows	Leadership:	Cross-Functional Orchestration, Technical Enablement

PROFESSIONAL EXPERIENCE

Basin & Associates - *GTM Engineering & Revenue Automation Consultancy* Mountain View, CA
Principal GTM Engineer (Contract) Nov 2025 – Present

- Current Focus: Architecting revenue engines for AI Unicorns (\$7B+) and early-stage startups.
- Automated Systems: Developed Basin::Nexus, a GTM Signal Engine (83k+ lines of Python) that helps teams identify stalled deals and automate research in real-time.
- Execution: Built ingestion layers that route high-intent signals to executive teams in <400ms.
- Result: Currently driving 3x pipeline velocity and reducing CAC through technical automation.

Fudo Security - *Enterprise Cybersecurity: Privileged Access Management (PAM) Software* Union City, CA
Senior Manager, GTM Strategy & Technical Partnerships Feb 2024 – Nov 2025

- Growth Engine: Re-engineered the US partner ecosystem, delivering 160% YoY pipeline growth in cybersecurity sectors.
- Deal Support: Served as the lead technical liaison for complex enterprise PoCs, helping close multiple 6-figure contracts.
- Efficiency: Coded Python-based CRM workflows that replaced manual data entry, saving over \$424K/year in operational costs.

Sense - *AI-Driven Talent Engagement & Recruitment Automation (SaaS)* San Francisco, CA
Group Manager, Global Business Development (GTM Systems) Jan 2021 – Apr 2023

(Previously Enterprise Team Lead & Global BD Manager)

- Architecture: Built a technical BDR engine that generated over \$10M in pipeline via signal-based routing.
- Scale: Automated social selling workflows that increased team response rates by 125%.
- Retention: Built automated churn-detection logic using behavior signals, reducing attrition by 12% in key segments.

SurveyMonkey (Momentive) - Enterprise Feedback Management & Data Analytics Platform (SaaS) San Mateo, CA
Enterprise Business Development (Strategic Accounts) Feb 2019 – Jan 2021

- Portfolio Management: Managed a \$300M+ enterprise portfolio, serving as the primary operational point of contact for F500 clients.
- Problem Solving: Partnered with engineering teams to map internal feedback data into F500 tech stacks, securing high-value renewals.

Sanho Corporation (Hyper) - Premium Connectivity Hardware & Consumer Electronics (Global Tech) Fremont, CA
Customer Success & Operations Manager Feb 2015 – Feb 2019

- Operations: Managed global logistics and fulfillment for viral product launches, including a \$3.1M+ crowdfunding campaign.
- Efficiency: Optimized retail channel data loops, reducing fulfillment latency by 30% for global consumer giants like Apple and Best Buy.

Google - Global Data Services, Search & Maps Ecosystem Mountain View, CA
Operations Analyst (Maps/Shopping) Aug 2014 – Jan 2015

- Managed massive data-integrity projects for Maps and Shopping, establishing the foundation for data-first revenue modeling.

EARLY CAREER CONTEXT

NetApp (2013-2014) <i>Hybrid Cloud Storage</i> Operations Lead - Mission-critical response protocols.	Mosaic Sales (2011-2013) <i>Enterprise Retail Strategy</i> Field Ops Lead - Directed cross-functional team of 50+.
HPE (2010-2011) <i>Enterprise Tech Infrastructure</i> Field Sales Manager - Technical hardware demo protocols.	PropertyMinder (2010) <i>PropTech Software</i> SDR - Accelerated outbound systems for real estate tech.

EDUCATION & CERTIFICATIONS

Santa Clara University - Executive MBA, Leavey School of Business (2023)
University of Phoenix - B.S. Psychology
Certifications: Google Cloud Generative AI | Cybersecurity Threat Landscape | MEDDICC Methodology