

LEON BASIN

GTM Engineer | Revenue Systems Architect

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PROFESSIONAL SUMMARY

I build code-based revenue systems for AI software teams. I replace manual prospecting and SDR research with Python + LLM workflows that turn intent signals into qualified pipeline. At Fudo, I drove 160% pipeline growth and saved \$424k/year in OpEx. I'm looking to start with a 2-4 week Nexus Audit and convert in-house if the fit is right. If you need a CRM admin, I'm the wrong hire.

THE NEXUS AUDIT (0-to-1 Deployment Blueprint)

Available as a 2-4 week high-impact engagement to prove ROI before W2 conversion.

- **Audit Assets:** Full ICP & signal spec, automated account scoring workflow, and a live pipeline-leakage dashboard.
- **Target Outcomes:** Reduce manual research debt by 40%; lift target account reply rates by 25% within 90 days.

TECHNICAL STACK

- **Automation:** Python, n8n, Clay, Zapier, Make.com, SQL
- **Sales Tech:** Salesforce (Architect Level), HubSpot, Outreach, Apollo, Gong, ZoomInfo
- **AI/LLM:** LLM Orchestration (GPT-4, Claude), Reasoning Layers, Tokenized Signal Extraction
- **Methods:** Signal-Based Prospecting, Technical Sales Enablement, Data Integrity Frameworks

PROFESSIONAL EXPERIENCE

BASIN CONSULTING | Mountain View, CA

Principal GTM Engineer (Consulting) | Nov 2025 – Present

Executing the "Nexus" blueprint for AI startups; currently looking to bring this technical GTM architecture in-house for one high-growth team.

- Reduced manual account research overhead by 80% through the deployment of Python-based signal refineries
- Architected LLM orchestration layers to automate multi-channel data enrichment and high-intent prioritization
- Implemented automated GTM audits that identify pipeline leakage and technical data debt in 2-4 weeks

FUDO SECURITY | Union City, CA

Senior Manager, GTM Strategy & Technical Partnerships | Feb 2024 – Oct 2025

Owned the US market entry strategy and technical sales engine for an Identity Security (PAM) leader.

- 160% YoY Pipeline Growth: Architected a "Signal Refinery" to automate partner co-sell and trigger-based prospecting
- \$424K Annual OpEx Savings: Developed Python workflows to automate CRM enrichment and eliminate manual research
- Redefined Onboarding: Reduced SDR ramp from 90 days to 5 days via an automated technical certification system
- Closing Muscle: Secured multiple \$100K+ enterprise contracts by bridging technical architecture with buyer objectives

BRAINTRUST | San Francisco, CA (Remote)

GTM Consultant (Contract) | Jan 2024 – Jul 2024

Built automated outbound infrastructure for the world's largest decentralized talent network.

- Engineered ICP scoring models using multi-source enrichment data to accelerate Fortune 1000 adoption
- Developed technical diagnostic tools to identify high-intent leads, streamlining the pilot-to-enterprise transition

SENSE | San Francisco, CA

Group Manager, Global Business Development | Jan 2021 – Apr 2023

Promoted 3x to oversee GTM systems for a Google-backed AI recruitment automation platform.

- \$11M+ Qualified Pipeline: Architected a signal-based outbound engine leveraging automated routing and social selling

- 125% Increase in Response Rates: Operationalized scalable messaging frameworks and multi-channel workflows
- 12% Churn Reduction: Developed behavioral churn-detection logic to trigger automated retention alerts

SURVEYMONKEY (MOMENTIVE) | San Mateo, CA

Enterprise Business Development | Feb 2019 – Jan 2021

Managed a \$310M enterprise portfolio, focusing on technical adoption and strategic expansion.

- \$300k+ Expansion Revenue: Identified upsell paths by integrating survey feedback data into enterprise tech stacks
- Strategic Alignment: Partnered with Product/Eng to capture technical signals for high-value expansion opportunities

SANHO CORPORATION (HYPER) | Fremont, CA

Infrastructure & GTM Strategy | Feb 2015 – Feb 2019

Directed global logistics and data loops for high-volume product launches and strategic retail partners.

- 30% Reduction in Fulfillment Latency: Optimized supply chain data loops for partners including Apple and Best Buy
- Managed \$3.1M Crowdfunding Launch: At the time, the most funded tech project in Kickstarter history

GOOGLE | Mountain View, CA

Operations Analyst (Google Shopping) | Aug 2014 – Jan 2015

- Architected data integrity frameworks to support global revenue modeling and financial reporting
- Managed large-scale data validation projects for the national Google Shopping index

EDUCATION

- **Executive MBA**, Santa Clara University – Leavey School of Business (2023)
- **B.S., Psychology**, University of Phoenix