LEON BASIN

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PROFESSIONAL SUMMARY

Senior Technical Account Manager (TAM) with 15+ years of experience managing Enterprise portfolios ($300M+ ARR). I bridge the gap between clients and engineering by translating complex technical requirements into business value. Proven track record of retention and upsell (SurveyMonkey/Sense) combined with the hands-on ability to troubleshoot APIs, script extensive automations (Python), and debug integration workflows so Engineering doesn't have to.

TECHNICAL & OPERATIONAL SKILLS

Client Solutions: Enterprise Renewal/Upsell, Quarterly Business Reviews (QBR), Solutions Architecture
Applied Engineering: API Troubleshooting & Integration, Python Scripting, JSON Parsing
Platforms: Salesforce Admin, HubSpot Ops, Supabase, Clay, Apollo.io, Gong
Core Ops: Logistics, Fulfillment, Inventory Management, Process Design

PROFESSIONAL EXPERIENCE

BASIN & ASSOCIATES   Mountain View, CA
Principal Technical Account Manager   *Aug 2023 – Present*

- Built and deployed **Basin::Nexus**, a custom internal tool (83,000+ lines of Python) for automating lead research.
- Executed technical website projects for clients, including setting up "Whale Alert" webhook listeners and mobile notifications.
- Managed daily operations for consulting engagements, generating **$621K** in pipeline through hands-on technical execution.

FUDO SECURITY (Series A Cybersecurity)   Union City, CA
GTM Operations Manager (Americas)   *Feb 2024 – Nov 2025*

- Executed the complete rebuild of US operations, driving **160% YoY growth** through system improvements.
- Coded and implemented Python scripts to replace manual data entry, saving the company **$424K/year** in operational costs.
- Managed daily partner channel logistics and digital marketing signals to identify high-intent buyers.

SENSE   San Francisco, CA
Business Development Manager   *Jan 2021 – Apr 2023*

- Managed day-to-day BDR operations generating **$11M in pipeline**; ensured team adhered to strict operational KPIs.
- Built technical "Social Selling" workflows that increased response rates by **125%**.
- Implemented customer retention protocols and automated email sequences to reduce churn by 12%.

SURVEYMONKEY (Momentive.ai)   San Mateo, CA
Enterprise Account Manager   *Feb 2019 – Jan 2021*

- Managed a **$300M+ enterprise portfolio**, acting as the primary operational point of contact for F500 clients.

- Coordinated with Product and Engineering teams to deliver technical requirements for key accounts.

SANHO CORPORATION (Hyper)   **Fremont, CA**
Customer Success & Operations Manager   *Feb 2015 – Feb 2019*
- Directed hands-on global operations: logistics, shipping, inventory management, and customer support.
- Optimized fulfillment workflows, reducing shipping latency by 30% for consumer electronics products.
- Managed retail channel vendor portals and ensured 100% data accuracy for inventory tracking.

GOOGLE   **Mountain View, CA**
Operations Specialist (Shopping & Wallet)   *Aug 2014 – Jan 2015*
- Analyzed user trend data using SQL and internal tools to improve Google Shopping operational efficiency.

NETAPP   **Sunnyvale, CA**
Operations Analyst   *Mar 2013 – Aug 2014*
- Managed dispatch operations team; oversaw critical response protocols for enterprise data centers.

MOSAIC SALES SOLUTIONS
Multimedia Consultant   *Mar 2011 – Feb 2013*

HEWLETT PACKARD ENTERPRISE
Field Sales Manager   *July 2010 – Dec 2011*

PROPERTYMINDER
Sales Development Representative   *Feb 2010 – Aug 2010*

EDUCATION & CERTIFICATIONS

SANTA CLARA UNIVERSITY — Executive MBA, Leavey School of Business (2021 – 2023)
UNIVERSITY OF PHOENIX — B.S. Psychology
Certifications: Google Cloud Generative AI, Cybersecurity Threat Landscape, MEDDICC