

Leon Basin, MBA

Customer Success Manager & Implementation Lead

Mountain View, CA | 408-933-8269 | lbasin23@gmail.com | linkedin.com/in/leonbasin | basinleon.github.io

Professional Summary

Customer Success & Implementation Leader with 10+ years of experience managing enterprise client relationships and technical software deployments. MBA-trained strategist who blends operational rigor (Google, HP) with startup agility (Sense, Fudo Security) to build repeatable onboarding systems that drive product adoption and reduce churn. Fluent in bridging the gap between non-technical stakeholders and engineering teams.

Core Competencies

- **Customer Success:** Enterprise Onboarding, Churn Reduction, QBR/EBR Management, Health Scoring.
- **Operations & Implementation:** Workflow Automation (Zapier/Python/n8n), CRM Optimization (HubSpot/Salesforce).
- **Revenue:** Expansion Sales, Contract Renewal, Strategic Account Planning, Net Dollar Retention (NDR).

Professional Experience

Fudo Security (Series A Cybersecurity)

Union City, CA

Senior Manager, GTM Strategy & Partnerships (Americas)

Feb 2024 - Nov 2025

Directed the end-to-end customer lifecycle and go-to-market strategy for the Americas region.

- **Architected Retention Systems:** Designed and deployed a "Signal Engine" to detect at-risk accounts, successfully recovering **\$500k+ in ARR**.
- **High-Touch Implementation:** Led complex technical integrations for enterprise Zero Trust/PAM deployments, coordinating between client engineering teams.
- **Operational Efficiency:** Replaced a 10-person manual outreach team with 2 architects + automation, saving **\$424k annually** while increasing output by 71%.
- **Accelerated Onboarding:** Developed a just-in-time training system that reduced new user ramp time from **90 days to 5 days**.

Sense

San Francisco, CA

Group Manager, Global Business Development

Jan 2021 - Apr 2023

Led a high-performing team focused on enterprise engagement and expansion for an AI-driven talent platform.

- **Revenue Impact:** Managed a team generating **\$11M+ in pipeline** (105% of quota).
- **Process Optimization:** Streamlined the handoff from Sales to Success, implementing new SOPs that improved Time-to-Value (TTV).
- **Strategic Expansion:** Personally closed the first **\$250k outbound deal** and reduced customer churn by 12% through automated retention workflows.

SurveyMonkey (Momentive)

San Mateo, CA

Enterprise Account Manager

Feb 2019 - Jan 2021

- **Account Growth:** Identified and closed **\$300k in expansion revenue** through cross-selling and strategic multi-channel engagement.
- **Fortune 500 Adoption:** Drove adoption of complex survey logic and data features within key enterprise accounts.

Google

Mountain View, CA

Operations Specialist (Google Shopping)

Aug 2014 - Jan 2015

- **Operational Efficiency:** Analyzed user trend data to drive a 15% increase in operational efficiency for the Google Shopping launch.

NetApp / Hewlett-Packard

Sunnyvale, CA

Operations Analyst & Field Sales

2010 - 2014

- **Early Career Foundation:** Built core foundation in operations and field sales for enterprise storage infrastructure.

Education

Santa Clara University, Leavey School of Business

2021 - 2023

Executive MBA

University of Phoenix

Bachelor of Science, Psychology

De Anza College

Certificate, Technical Writing & Speech Communication

Technical Skills

- **CRM & Platforms:** Salesforce, HubSpot, Catalyst, Gainsight, Apollo, Clay.
- **Automation & Code:** Python (Scripting), Zapier, Make.com, n8n.