

# Leon Basin, MBA

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## Strategic Enterprise Hunter & GTM Architect

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## PROFESSIONAL SUMMARY

Strategic Enterprise Hunter with a "Revenue Architect" approach to complex technical sales. Specialized in Operational Risk and Cybersecurity (Zero Trust/PAM), I leverage a proprietary "Signal-First" methodology to identify, engage, and close Tier-1 enterprise accounts. Proven track record of building multi-million dollar pipelines by replacing traditional manual prospecting with automated technical reconnaissance. Known for clear communication, systems thinking, and translating technical products into business outcomes.

- **Enterprise Hunting:** Expert in the "Land and Expand" model, consistently navigating complex procurement/risk-management stakeholders to secure high-value initial wins.
  - **Operational Risk Specialization:** Deep background in selling security and risk-reduction solutions (Fudo Security) to Fortune 500 decision-makers.
  - **GTM Engineering:** Developer-level proficiency in Python and automation, used to architect "Signal Refineries" that eliminate the 48-hour human void in lead response.
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## CORE COMPETENCIES

- **Sales Strategy:** Strategic Prospecting (Hunter), Value-Based Selling, "Land & Expand" Tactics, Complex Stakeholder Mapping.
  - **Technical Edge:** Python-Native GTM Ingestion, Signal Engineering, CRM Architecture (Salesforce/HubSpot Power User).
  - **Domain Expertise:** Operational Continuity, Cyber Risk Management, Zero Trust Architecture, Vendor Risk Management.
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## PROFESSIONAL EXPERIENCE

### FUDO SECURITY | Silicon Valley / Remote

#### Senior Business Development Manager, Americas (Acting Sales Manager) | 2024 – 2025

*Focused on Zero Trust Access (PAM) and Cyber Risk Management for Enterprise Accounts.*

- **Pipeline Generation:** Influenced more than **\$2M in net new pipeline** across healthcare, manufacturing, higher education, and public sector accounts.
- **Hunter Execution:** Led go-to-market expansion across the U.S. and LATAM, covering enterprise sales, partner cultivation, and full-cycle pipeline generation.
- **Technical Leadership:** Represented Fudo Security at RSA Conference 2024 and 2025, delivering demos, customer engagements, and technical briefings.
- **Operational Scale:** Managed and coached Enterprise SDRs; built outbound systems, sequences, and dashboards from scratch.

### BASIN AND ASSOCIATES | Remote

#### Founder / GTM Consultant | 2025 – Present

*Architecting autonomous GTM engines for technical B2B startups, focusing on high-intent signal capture.*

- **Signal-Centric Prospecting:** Built and deployed proprietary logic gates to monitor real-time tech-stack shifts (e.g., Netsuite/Coupa/Brex), identifying high-risk/high-opportunity accounts.
- **Strategic Advisory:** Developed ICP frameworks, messaging systems, and repeatable GTM playbooks for early-stage founders to drive revenue experimentation.

- **Fractional Leadership:** Led and managed a small researcher/SDR team executing lead gen and market analysis for AI, cybersecurity, and health-tech startups.

**GOOGLE** | Mountain View, CA

**Operations Specialist** | 2014 – 2015

*Data-driven risk and compliance operations for Google Wallet.*

- **Signal Analysis:** Analyzed user and transaction patterns to support Google Wallet risk, trust and safety, and compliance operations.
- **Process Engineering:** Partnered with cross-functional teams in product, risk, and operations to refine policies and improve security workflows.

**DIGITAL MEDIA & SALES ROLES** | Various

**Sales, Customer Success, & Account Coordination** | 2012 – 2015

- Performed outbound sales and account coordination for SMB and emerging tech clients, strengthening communication and escalation handling skills.
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## TECHNICAL STACK

- **Languages/Tools:** Python (Scripting/GTM Engineering), Apollo.io, Clay, Exa.ai, Airtable, Outreach.
- **CRM:** Salesforce Power User, HubSpot Operations, LinkedIn Sales Navigator.
- **AI/Automation:** ChatGPT, Gemini, Claude, Perplexity, Zapier.

## EDUCATION

**Master of Business Administration (MBA)**

Santa Clara University – Leavey School of Business

**Bachelor of Science (BS), Psychology**

University of Phoenix

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**Additional Engagement:** Creator of "Emerging Leadership Labyrinth" (35-edition GTM publication); Public speaker on GTM webinars and cybersecurity workshops.