

Leon Basin, MBA

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PROFESSIONAL SUMMARY

Senior Business Development Leader with expertise in cybersecurity, AI-driven sales, and GTM execution. Proven success in strategic partnerships, revenue growth, and AI-powered security solutions. Adept at collaborating with CISOs, IT leaders, and cross-functional teams to drive measurable impact. Strong background in Zero Trust frameworks, privileged access management (PAM), and AI-integrated threat detection.

KEY ACHIEVEMENTS

- Spearheaded Fudo Security's U.S. expansion, generating a \$1M+ pipeline and exceeding growth targets.
 - Built high-value strategic partnerships, boosting client retention by 20% at Basin & Associates.
 - Increased PAM adoption by 15%, driving Zero Trust security implementation across enterprise clients.
 - Led a 5-person sales team at Sense, exceeding quota by 105% YoY through AI-driven sales funnel optimization.
 - Led product marketing & sales at Sanho Corp, adding \$5M in revenue from new product strategies.
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EXPERIENCE**Senior Business Development & GTM Manager****Fudo Security, Americas | Feb 2024 - Present**

- Executed AI-powered cybersecurity growth strategies, increasing market share by 10%.
- Developed and closed strategic partnerships, expanding enterprise adoption of PAM and Zero Trust solutions.
- Optimized sales funnel efficiency, reducing lead-to-deal cycle by 15% using data-driven CRM insights.

Founder & Business Development Consultant**Basin & Associates Consulting | Aug 2023 - Present**

- Provided GTM strategy consulting for cybersecurity startups and enterprise SaaS firms.

- Designed AI-driven lead generation models, optimizing conversion rates by 15%.
- Led market expansion initiatives, increasing client adoption of security solutions.

Group Manager, Global Business Development

Sense, San Francisco, CA | Jul 2022 - Apr 2023

- Drove 105% YoY revenue growth, leveraging AI-powered workforce engagement solutions.
- Managed B2B partnerships, increasing SaaS platform adoption by 18%.
- Built sales automation frameworks, improving efficiency and reducing customer churn by 12%.

Enterprise Business Development & Sales Leadership

SurveyMonkey, San Mateo, CA | Aug 2019 - Jan 2021

- Managed a \$300M+ enterprise portfolio, optimizing AI-based analytics solutions.
 - Led initiatives that increased customer engagement by 125%, driving SaaS growth.
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SKILLS & CERTIFICATIONS

- **Cybersecurity & AI:** AI-powered threat detection, Zero Trust, PAM, Behavioral Analytics
 - **Business Development:** Strategic partnerships, GTM strategy, Enterprise SaaS sales
 - **Sales & CRM Tools:** HubSpot, Salesforce, LinkedIn Sales Navigator
 - **Certifications:** Filling The Funnel, Sales Prospecting, Strategic Partnerships
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EDUCATION

MBA, Business Strategy & Technology Leadership – Santa Clara University

B.S., Psychology – University of Phoenix

A.A., Business Administration & Technical Writing – De Anza College