

## Benjamin Genin

@: [ben.genin8@gmail.com](mailto:ben.genin8@gmail.com) · M: +33 6 10 10 42 55 [www.linkedin.com/in/ben-genin](http://www.linkedin.com/in/ben-genin)

Lead Account Executive with 5+ years in consultative B2B sales across EMEA, carrying a ~\$10M annual quota. Experienced in new business, building and expanding pipeline through outbound prospecting, and leading complex, multi-threaded sales cycles. Partner with key decision-makers and cross-functional teams to design go-to-market strategies, structure deals, and deliver long-term growth for clients.

### Professional Experience

#### LinkedIn – Lead Account Executive

May 2021 – Present | Dublin, Ireland

- Prospect and build pipeline through outbound engagement, referrals, and strategic expansion within existing accounts.
- Lead full sales cycles: discovery, needs assessment, solution design, negotiation, and activation. Managing multiple stakeholders across marketing, growth, and operations.
- Develop strategic account plans that prioritize opportunities, align objectives, and translate marketing goals into revenue outcomes.
- Carry ~\$10M annual quota, consistently surpassing quota: 2022 – 101%, 2023 – 106%, 2024 – 104%; H1 2025 – 100%; President Club Winner FY23 (top 5% revenue performers).
- Advise clients on optimizing growth strategy and performance using insights and advanced tools, including APIs and measurement solutions.
- Collaborate cross-functionally with Product, Customer Solutions, and Operations teams to improve adoption and streamline execution for customers.

#### · Key Projects ·

- In-market event lead: Led 100+ brands at LinkedIn office; event NPS 93%.
- Peer enablement: Led a reps forum to tackle day-to-day challenges and share best practices; program NPS 4.5/5.
- Sales Motions Program: created monthly newsletter + ready-to-use outreach templates for global sales teams; global adoption with 5,000+ uses.

#### Tom Dixon Studio & Shabour – Project Lead

Jun 2018 – May 2021 | London-Paris

- Launched FOH teams to deliver premium guest experience aligned with brand ethos.
- Built and executed social media strategy; grew Instagram to 10K+ followers in 12 months.

#### Appnext – Customer Success Manager

May 2017 – Nov 2017 | Tel-Aviv, Israel

- Grew advertiser portfolio +30% and improved ROAS via campaign optimizations.

### Education

B.A. Communications, Journalism and Middle Eastern studies, The Hebrew University of Jerusalem

**Certifications:** LinkedIn Marketing Strategy, Marketing LinkedIn: The Sophisticated Marketer's Guide

**Tools and Platforms:** Salesforce · Salesloft · Sales Navigator · CoPilot · Glean · Gong · Vidyard