

## Benjamin Genin

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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 · Vidyad