

# Leon Basin, MBA

Mountain View, CA • San Francisco Bay Area

**Enterprise Account Executive and GTM Strategy Leader | Cybersecurity • AI • SaaS**

Business Development • GTM Strategy • Sales Leadership • Customer Success • Operations

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## Professional Summary

Enterprise Account Executive and go to market leader with experience across cybersecurity, AI, health tech, higher education, and digital media. Proven track record building and scaling revenue systems, running outbound, and translating technical products into clear business outcomes for both SMB and enterprise buyers. Blend MBA-level strategy with hands-on pipeline generation, partner development, and enterprise customer management. Known for clear communication, relationship building, resilience, and systems thinking in fast-moving environments.

## Core Competencies

- Business Development and Partnerships
- GTM Strategy and Sales Operations
- Customer Success and Account Management
- Enterprise Sales and Technical Enablement
- Technical Product Communication
- Stakeholder Management: Universities, Health Systems, Enterprise IT
- Process Optimization and Systems Building
- CRM Leadership, Reporting, Forecasting

# Professional Experience

## Fudo Security – Senior Business Development Manager, Americas (Acting Sales Manager)

**2024 – 2025 | Cybersecurity (PAM, Zero Trust)**

- Led go to market expansion across the U.S. and LATAM, covering enterprise sales, partner cultivation, and full-cycle pipeline generation that opened new revenue lanes in multiple sectors.
- Managed and coached Enterprise SDRs; built outbound systems, sequences, and dashboards from scratch.
- Influenced more than \$2M in net new pipeline across healthcare, manufacturing, higher education, and public sector accounts.
- Worked cross-functionally with product, engineering, and marketing to refine messaging, align priorities, and improve positioning.
- Represented Fudo Security at RSA Conference 2024 and 2025, delivering demos, customer engagements, and technical briefings.
- Supported marketing operations including content creation, GTM alignment, and field activation.

## Basin and Associates – Founder / GTM Consultant

**2025 – Present | GTM Strategy, Lead Generation, Fractional BD**

- Built a boutique consultancy supporting AI, cybersecurity, and health tech startups with pipeline generation, outbound strategy, and positioning.
- Developed ICP frameworks, messaging systems, and repeatable GTM playbooks for early-stage founders.
- Ran targeted outbound campaigns that improved reply rates, meetings booked, and early revenue outcomes.
- Operated as a fractional extension of founding teams, supporting early-stage GTM decisions and revenue experimentation.
- Led and managed a small researcher/SDR team executing lead gen and market analysis.

## Google – Operations Specialist

**August 2014 – January 2015 | Mountain View, CA**

- Analyzed user and transaction patterns to support Google Wallet risk, trust and safety, and compliance operations.
- Provided data-driven recommendations to improve security workflows and user experience.
- Partnered with cross-functional teams in product, risk, and operations to refine policies and processes.
- Worked in a regulated environment balancing customer experience with risk requirements.

## Digital Media and Sales Roles (Early Career)

**2012 – 2015 | Sales • Customer Success • Account Coordination**

- Performed outbound sales, customer support, and account coordination for SMB and emerging tech clients.
- Strengthened communication skills through high-volume client interaction and escalation handling.
- Supported marketing and customer success teams with CRM hygiene, lead qualification, and retention work.

## Education

- **Master of Business Administration (MBA)** - Santa Clara University – Leavey School of Business
- **Bachelor of Science (BS), Psychology** - University of Phoenix

## Additional Experience and Community Involvement

- Volunteer: Children's House School parent support, community involvement, and fundraising.
- Youth sports: Support for local club soccer programs.
- Writing and leadership: Creator of "Emerging Leadership Labyrinth," a 35-edition publication focused on GTM, leadership, and self-development.
- Public speaking: Delivered GTM webinars, cybersecurity workshops, and educational content.

# Technical Skills

HubSpot • Salesforce • Google Workspace • Apollo.io • MixMax • LinkedIn Sales Navigator • Notion • Clay • Airtable • Outreach • Basic SQL (learning) • Vidyard • Slack • AI and Automation Tools (ChatGPT, Gemini, Grok, Claude, Perplexity)

# Industries and Verticals Served

CybeTech and Compliance Driven Organizations • Industrial and Manufacturing • Higher Education and Public Sector • SMB and Enterprise B2B Markets