Leon Basin

Founding GTM Operator | Strategic Partnerships & Business Development

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I build and scale go-to-market operations in complex B2B markets through enterprise business development, strategic partnerships, outbound infrastructure, and team leadership.

Career totals reported in my operating record include contributions to more than $50M in pipeline and $1M+ in closed revenue across enterprise SaaS, cybersecurity, and technical markets.

EXPERIENCE

Obvio.ai | Founding GTM Member, Business Development

April 2026 – Present

- Build the public-sector GTM motion across California and Colorado, including territory research, account mapping, outbound infrastructure, and monitoring of public buying signals.
- Carry research, outbound, discovery, account progression, and commercial follow-through while shaping the workflows and account context underneath business development.

Fudo Security | Senior Manager, GTM Strategy & Technical Partnerships

2024 – 2026

- Owned U.S. market entry and rebuilt the Americas partner motion. Generated $2M+ in partner pipeline, with 160% year-over-year partner pipeline growth and roughly $200K closed across partner deals.
- Recruited, ramped, coached, and enabled the first eight GTM hires. Directly managed two SDRs and reduced SDR onboarding and certification from 90 days to 5.
- Built CRM enrichment and lead-routing workflows, delivering $424K in annual operating savings.

Sense | Group Manager, Global Business Development

2021 – 2023

- Built and ran a global business development motion that generated $10M+ in qualified pipeline across enterprise accounts.
- Led five BDRs and shifted outreach toward account signals, engagement triggers, enrichment, routing, and multichannel sequencing.

CAREER RECORD, CONTINUED

SurveyMonkey | Enterprise Business Development, Strategic Accounts

2019 – 2021

- Managed a $300M+ enterprise portfolio spanning more than 700 strategic accounts and closed $300K+ in enterprise expansion sales.
- Worked with account executives, solution engineers, product, and engineering to connect account needs to discovery, customer pilots, and expansion opportunities.

Sanho Corporation / Hyper | Customer Success Manager, Crowdfunding GTM

2015 – 2019

- Supported the $3.1M HyperDrive crowdfunding launch through customer success, commercial communications, and launch operations.
- Worked across major retail partner relationships, including Apple and Best Buy, and the data and operating flows supporting the launch.

Google | Operations Analyst, Shopping Index Operations

2014 – 2015

- Worked on data quality, validation, process reliability, and operational reporting in large-scale systems.

EARLIER EXPERIENCE

Earlier operations and field roles at Hewlett Packard and in enterprise technology.

OPERATING RANGE

Market entry · strategic accounts · partnerships · discovery · pipeline progression · territory and account models · CRM governance · enrichment · routing and scoring · enablement

Salesforce · HubSpot · Python · JavaScript · SQL · REST APIs · n8n · Zapier · Make · Clay · BigQuery · AI-assisted workflows

EDUCATION

Executive MBA | Santa Clara University, Leavey School of Business | 2023
B.S., Psychology | University of Phoenix

PUBLIC OPERATING RECORD

GTM Systems & First 90 Days · Case studies · Flow::Nexus · Résumé and operating evidence · Build Record