Matvey Lutsenko

Account Strategist, Google Customer Solutions

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PROFILE

Commercial strategist who builds the processes and tools that help teams scale: AI diagnostic workflows, experimentation frameworks, and data-driven outreach playbooks. Strong record of driving digital transformation, AI adoption, and revenue growth across EMEA at Google and Cloudflare, helping organisations optimise online performance and strengthen customer acquisition.

EXPERIENCE

Aug 2026 – Present

Account Strategist – Google — Dublin, Ireland

- Built AI diagnostic workflows to assess account performance and surface growth opportunities across the portfolio.
- Architect Value-Based Bidding (*tROAS*/*tCPA*) experiments and AI expansion across Search AI Max, PMax, and YouTube.
- Manage a portfolio of 50 UK & Ireland businesses, partnering with C-level executives and agencies to scale acquisition.
- Advise clients on first-party measurement, leading Consent Mode, Enhanced Conversions, and CRM integrations.
- Drove 82% portfolio pitch coverage, 90% solution adoption, and 100.2% revenue run rate.

Dec 2022 – Jul 2026

Enterprise Business Development Representative – Cloudflare — London, UK

- Designed data-driven, multi-channel outreach strategies tailored to regional verticals and senior technical stakeholders.
- Accelerated Cloudflare adoption across EMEA markets, progressing laterally across CEE and enterprise accounts.
- Advised clients on CDN, Zero Trust, and network security strategies to improve web performance and reduce risk.
- Partnered with marketing, channel, and solutions engineering teams to execute regional go-to-market campaigns.
- Achieved 143% average quota attainment; named Q3–Q4 2024 EMEA BDR of the Quarter and 4x Top Outbound BDR.
- Represented EMEA BDR organisation as Social Committee Chair, Interview Panellist, and New Hire Coach.

Jan 2022 – Dec 2022

Business Development Executive – Echobox — London, UK

- Supported Eastern European digital publishers in using AI and automation to grow audience engagement and revenue.
- Conducted market analysis and outreach that expanded company footprint across independent and regional publishers.
- Collaborated with The Associated Press to implement AI-based newsroom optimisation across U.S. markets.

EDUCATION

Oct 2020 – Nov 2021

MSc Digital Anthropology – University College London (UCL) — London, UK

Thesis: Russian Pro-Democratic Digital Journalism and Diasporic Media Networks.

Sept 2017 – Jun 2020

BA Anthropology – University of Exeter — Exeter, UK

Researched alternative knowledge communities and curated artefacts for the John Douglas Museum.

SKILLS

- Process & Workflow Design
- Digital & AI Bidding Strategy
- Performance & Attribution Analysis
- Consultative Selling
- AI Workflow Automation
- Strategic Account Planning
- First-Party Measurement & CRM
- Cross-Functional Collaboration

TOOLS

AI & automation	Claude, ChatGPT, Gemini, Custom GPTs & Gems, Zapier, Make, Python (Colab)
Tracking & measurement	GTM (web & server-side), GA4, Consent Mode v2, Cookiebot, Enhanced Conversions, Stape
Advertising	Google Ads (AI Max, PMax, YouTube), Ads API, Meta Ads & CAPI, LinkedIn & Microsoft Ads
Data & reporting	Google Sheets (advanced), Excel, BigQuery, Looker Studio, Meridian (MMM)
CRM & go-to-market	HubSpot, Salesforce, Outreach, Salesloft, LinkedIn Sales Navigator, Clay, Apollo
Web & infrastructure	Cloudflare, GitHub, HTML & CSS, Shopify, Google Workspace

LANGUAGES

English – Native speaker

Russian – Native speaker

VOLUNTEERING

Mind — London, UK

Actively fundraise for the mental health charity Mind by taking part in sporting events across London.

Think Pacific — Lawaki, Fiji

Co-led and fundraised for health education programs with the Fijian Ministry of Sport, promoting community wellbeing.