Matvei Lutsenko

Account Strategist, Google Customer Solutions

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PROFILE

Analytical and commercially minded professional with a strong record of driving digital transformation, AI adoption, and revenue growth across EMEA. Experienced in helping organisations optimise online performance, strengthen customer acquisition, and deploy cloud and advertising technologies through consultative selling and data-driven strategy.

EXPERIENCE

Aug 2026 – Present

Account Strategist – Google — Dublin, Ireland

- 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.
- Architect Value-Based Bidding (*tROAS*/*tCPA*) experiments and AI expansion across Search AI Max, PMax, and YouTube.
- Drove 82% portfolio pitch coverage, 90% solution adoption, and 100.2% revenue run rate; built AI diagnostic workflows.

Dec 2022 – Jul 2026

Enterprise Business Development Representative – Cloudflare — London, UK

- Accelerated Cloudflare adoption across EMEA markets, progressing laterally across CEE and enterprise accounts.
- Crafted data-driven, multi-channel outreach strategies tailored to regional verticals and senior technical stakeholders.
- 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

- Client Relationship Management
- Digital & AI Bidding Strategy
- Performance & Attribution Analysis
- Consultative Selling
- Cross-Functional Collaboration
- Strategic Account Planning
- First-Party Measurement & CRM
- Stakeholder & Agency Engagement

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.