

Bessie G. Byeon

APJ Field Marketing Leader | Enterprise & Strategic GTM | Player-Coach

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Portfolio: bessiebyeon.com | APJ Field Plan (built in Cursor): bessiebyeon.com/cursor

PROFESSIONAL SUMMARY

B2B tech marketing leader with 14+ years of experience, including 10+ years leading APJ field and regional marketing across Japan, Korea, Greater China, Southeast Asia, India and ANZ. Owned APAC against a \$360M revenue target at Liftoff, where marketing programs sourced 80% of new accounts, backed by developer-focused GTM and CIO-level enterprise selling. A player-coach for distributed teams, bilingual in English and Korean, and building hands-on with Cursor.

KEY ACHIEVEMENTS

- **Pipeline & revenue:** Marketing programs sourced 80% of new accounts at Liftoff during 2.54x global revenue growth; App Annie APAC beat revenue targets by 125% for four consecutive quarters with 5.9x lead-to-opportunity conversion; 5.2x top-of-funnel demand at Bidease; 3x QoQ pipeline growth at Momos.
- **Field, events & ABM:** Launched the Mobile Heroes APAC ABM program across South Korea, Japan and Greater China (31 / 18 / 13 customers and prospects engaged); ran the Japan/Korea Dinner Club executive series (12 editions); delivered 12+ large-scale events a year (1,000+ attendees) plus C-suite VIP events; 60+ webinars drove 60%+ of marketing-influenced revenue at Liftoff.
- **Developer & technical buyers:** Developer-focused GTM at App Annie (marketing and selling to app developers) and Glohow (a platform 100% focused on mobile app developers); CIO-level enterprise selling for an AI computer-vision platform at Trax.
- **Team & budget:** Led an 11-person distributed team across APAC, EMEA and AMER (5 managers, 6 skip-level reports) and promoted managers into Head of Region roles; owned APAC marketing with a \$5M budget against a \$360M APAC revenue target.
- **Hands-on AI / Cursor:** Built and shipped the EaseFest Dubai and Palm Springs event landing pages in Cursor; rebuilding the Bidease marketing team on an AI-driven stack; uses Claude, Cursor and Lovable for ICP research, ABM, GTM workflows and dashboards.

PROFESSIONAL EXPERIENCE

Bidease | VP, Marketing | Singapore & Dubai

May 2025 – Present

Mobile ad tech (DSP), ~\$250M revenue business. Global marketing remit, with regional field, demand and product marketing across APAC (incl. China) and MENA.

- Lead field, demand and business marketing, building market, segment and account plans with Sales leadership; also own product marketing, including the publisher monetization launch with Product and Sales.
- Serve as a strategic advisor to commercial leaders through executive presentations and business reviews; established APAC KPIs and an operating cadence that increased top-of-funnel demand 5.2x.
- Led flagship customer events [EaseFest Dubai](#) and [EaseFest Palm Springs](#), and built and shipped their event landing pages in Cursor; produced a [VIP customer event with Adjust](#) in MENA.
- Authored, produced and marketed the [2026 Middle East App Growth Report](#) with Sensor Tower (survey of 400 regional app marketers) to support executive engagement and Sales conversations.
- Leading change management as the marketing team is rebuilt and scaled on an AI-driven stack across brand, growth and product.

Momos | Head of Product Marketing | Singapore & Abu Dhabi

Sep 2024 – May 2025

B2B AI SaaS (AI Customer Platform). First marketing hire.

- Built the marketing function from zero: hired and onboarded a 5-person team and set up planning, campaign and reporting processes.
- Regional GTM programs drove **3x QoQ pipeline growth**; the Customer Marketing Solution launch generated **\$700K ARR within two quarters**; the AI Copilot launch drove 5x pipeline growth across APAC.
- Owned forecasting, budget, CAC/LTV modelling and marketing ROI to align programs with revenue targets; led the \$10M Series A announcement (exclusive coverage in Tech in Asia and Axios).

Glohow Holdings | Director, Platform | Singapore

Mar 2023 – May 2024

Founding team, commercial GTM for a 0-to-1 B2B SaaS platform 100% focused on mobile app developers.

- Led developer-focused GTM, account prioritization and adoption across a 25+ person cross-functional team spanning product, engineering, localization and sales development.
- Grew average account value from ~\$10K to ~\$200K ARR through account planning and sales development alignment.

Liftoff Mobile | Senior Director, Global Marketing | Singapore

Mar 2020 – Feb 2023

Mobile ad tech. Owned the APAC theater (marketing and a \$360M APAC revenue target) while also managing marketing for EMEA and AMER.

- Led an **11-person remote team** across APAC, EMEA and AMER (5 managers, 6 skip-level reports); owned APAC marketing and a **\$5M budget** against the **\$360M APAC revenue target**.
- Coached managers and built career paths, promoting marketing managers into Head of Region roles and developing senior regional marketers for expanded leadership responsibilities.
- Partnered with regional Sales leadership on annual operating plans and theater strategy to land enterprise and agency accounts and expand spend in existing accounts.
- Built field, executive-engagement, webinar and ABM programs across Japan, South Korea, Greater China, Southeast Asia, India and ANZ, including [Mobile Heroes](#) (APAC ABM and a 3,600+ member professional community), the Japan/Korea Dinner Club (12 editions) and 60+ webinars that drove 60%+ of marketing-influenced revenue.
- Marketing programs sourced **80% of new accounts**, contributing to **2.54x global revenue growth**.
- Standardized global pipeline reporting and regional KPIs for lead generation, conversion and pipeline velocity; built a channel-performance framework in Salesforce and Tableau connecting events, webinars, inbound and paid media to opportunities and net revenue to guide spend allocation.
- Served as the voice of the APAC theater to Corporate Marketing in global planning, localizing global campaigns and feeding regional insight back to corporate teams.

Trax Retail | Director of Product Marketing, Go-to-Market | Singapore

Jan 2019 – Nov 2019

- CIO-level enterprise selling for an AI computer-vision retail platform across Japan, China and the UK: built C-suite narratives and partner programs with Deloitte, Accenture, Google Cloud, AWS, NVIDIA and SAP ([AWS webinar](#), [Trax Innovation Day London 2019](#)).

App Annie (now Sensor Tower) | Director of Marketing | Singapore

Sep 2015 – Jan 2019

Mobile app market data and insights. Led APAC marketing; developer-focused GTM, marketing and selling to app developers.

- Led a 4-person APAC field marketing team as a key partner to Sales and regional leadership; market entry and field programs across Korea, Southeast Asia, India and Australia exceeded regional revenue targets by **125% for four consecutive quarters**.
- Owned 12+ large-scale customer and partner events a year (1,000+ attendees), plus seminars, workshops, C-suite VIP events and the Top Publisher Awards; led the Decode event series across seven APAC cities, with top-tier press coverage across APAC.
- Ran demand generation across gated content, paid media, SEM/SEO, webinars and offline events, increasing lead-to-opportunity conversion **5.9x**; launched China Android app-usage metrics, opening a new market opportunity.

Earlier Experience

2012 – 2015

- **LINE Corporation** | Team Lead, Global Games | Bangkok | Aug 2014 – Aug 2015: led user acquisition, retention and partner marketing with major telcos and retailers in Thailand; revitalized an aging title, growing new users and revenue 110% in one month.
- **NHN Entertainment** | Product Marketing Manager | Singapore | Nov 2012 – May 2014: built launch strategies with the game development team for four mobile games that reached top ranks on Google Play and the iOS App Store.

CORE SKILLS

APJ Field Marketing · Theater Strategy · Enterprise & Strategic Account Marketing · Account-Based Marketing (ABM) · Land-and-Expand Programs · Developer-Focused GTM · CIO / C-Suite Engagement · World-Class Executive & Flagship Events · Sales and Inside Sales Partnership · Executive Presentations & Business Reviews · Remote / Distributed Team Leadership · Hiring, Onboarding, Coaching & Career Pathing · Change Management · Pipeline Reporting from First Touch to Closed-Won Revenue · KPI Frameworks & Dashboards · Budget Management & Marketing ROI · Global-to-Regional Localization · Product Marketing · Go-to-Market Strategy

Tools: Cursor, Claude, Lovable, Salesforce, Tableau, Marketo, Marketo Measure (Bizible), HubSpot, Unify

Languages: English and Korean (bilingual)

EDUCATION

Bachelor of Arts, Sociology | State University of New York at Buffalo | Summa cum laude, 3.8 GPA, Dean's List