

First 90 Days: APJ Field Marketing at Cursor

An outside-in hypothesis

Cursor already has bottom-up developer pull in APJ. Field marketing's job is to turn engaged accounts into enterprise standards.

Bessie Byeon Singapore · English and Korean For Head of APJ Field Marketing. Hypotheses, not an internal plan.

THE FIELD PROGRAM

Engineers adopt Cursor, then a leader sets the standard. These programs sit on one list with the country AE.

COMMUNITY AND HACKATHONS

The open door. Attendee companies go to Sales Ops.

PEER-REFERENCE MOMENTS

NAB standardized 6,000 developers after Amazon Q and GitHub Copilot, and is bringing Cursor to over 10,000 technology employees. Money Forward, 1,000+ daily users. Grab, about 98% of the tech organization monthly.

THIRD-PARTY CONFERENCES

Where engineering leaders already meet, on the same account list.

SALES ALIGNMENT

One list with the country AE and the APJ SDR lead.

FIELD PLAYS

Bottom-up starts with engineers. Top-down starts with a CTO or, in Korea, a chair.

WHO	ROLE	CARES ABOUT	FIELD PLAY
Engineers	User	Speed on real work	Meetup or hackathon.
Staff engineer, EM	Champion	A win they can show	Internal workshop, with the AE.
Head of platform or AI tooling	Runs the evaluation	Versus Copilot or Amazon Q	Evaluation kit: NAB, Money Forward, Grab.
CTO, VP Engineering	Economic buyer	An org standard	Dinner or roundtable. One peer.
CEO, chair	Exec sponsor	A company decision. Naver's chair met Cursor's CEO	A smaller exec room. That rollout is the peer story.
CISO, IT, legal	Can block	Privacy Mode, SOC 2, SSO/SCIM, no on-prem	Security briefing with a Field Engineer.
Procurement	Contract	Per-seat terms, invoice, PO	With the AE, on the Enterprise contract.
Infosys, NTT DATA	Influencer and channel	Speed for their clients	Joint event. Japan with partners, India with Infosys.

HOW I CHOOSE ACCOUNTS

ABM chooses who gets a one-to-one motion: thousands of seats, a committee, a standard after evaluation.

INTENT

First-party first: domain usage, hackathon and meetup companies, a list with Sales Ops. My hypothesis: heavy existing use is Tier 1. Public signals second, and only as a hint: an AI mandate, a new CTO, AI-tooling hires, a Copilot evaluation.

THREE TIERS

Tier 1 · 1:1 About 10 accounts. A field play written for that committee.	Tier 2 · 1:few A vertical cluster shares one play.	Tier 3 · 1:many Programmatic community: meetups, hackathons, conferences.
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KOREA PILOT · 1-1-1-1-1-1-1-1-1-10

MARKET Korea. I host in Korean. On 28 June 2026 Cursor said it would enter within four months, already working with several Korean companies.	VERTICAL Internet and platform companies. Naver rolled Cursor out to thousands of staff; chair Lee Hae-jin met CEO Michael Truell. Encar adopted it for front-end and mobile.
TEAM, INTENT, GOAL One SDR and me. Intent: first-party usage. Goal: make team usage the enterprise standard.	WARM-UP A Korean-language developer event into an exec roundtable. Seoul Hackathon #4 is 24 October 2026, 10:30-19:00 KST.

Illustrative ten, filtered against Cursor usage data. No usage claimed: Kakao, Coupang, Gmarket, Woowa Brothers, Yanolja, Musinsa, Kurly, Daangn (Karrot), Socar, Zigbang. Then the same motion elsewhere: Japan with SI partners, ANZ from NAB, India with Infosys, Southeast Asia from Grab.

ONE ACCOUNT, AS A TEMPLATE

TEMPLATE Kakao. No usage claimed. Peer story: Naver's chair-level rollout. Company line blank until Sales Ops matches the domain. My hypothesis: the platform lead evaluates, the CTO standardizes. Play: workshop, kit, roundtable, security briefing.

SQUAD AND THE NUMBER WE SHARE

I lead one SDR, the country AE, and a Field Engineer. Support joins as needed.

One north star: buying-committee members we have engaged. Then meetings, opportunities, pipeline, and closed-won. The SDR works that list with me from week one.

0-30 Prioritize and research Filter the ten on usage. A one-pager each.	31-60 Map and tailor Name the committee and match the play.	61-90 Run and analyze Run both. Keep plays that engaged the committee.
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WHAT I'D VALIDATE IN WEEK ONE

- Which domains already show Cursor usage, and who in Sales Ops owns that extract?
- Is "enter Korea within four months," said on 28 June, still the plan, and which AE owns the first ten?
- What blocks APJ reviews: Privacy Mode, or no on-prem option?
- Japan: does the channel manager want partner co-marketing as the first field motion?

SOURCES

NAB Money Forward Grab Enterprise Security APJ field role Careers, 7 Oct Japan partners THE ELEC, 28 Jun Naver Encar Infosys NTT DATA Seoul #4

ABOUT ME Prior work, separate from this plan. Liftoff: marketing sourced 80% of new accounts during 2.54× global revenue growth, on a \$5M budget and teams of up to 11, against a \$360M APAC revenue target. App Annie, now Sensor Tower: 125% of the APAC revenue target for four quarters.
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Built in Cursor

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