

First 90 Days: APJ Field Marketing at Cursor

A plan from public information

Engineers across APJ already use Cursor on their own. Field marketing’s job is to turn those companies into enterprise deals.

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

THE FIELD PROGRAM

Engineers start using Cursor, then a leader signs off on a company-wide deal. These programs share one company list with the sales rep for that country (AE).

COMMUNITY AND HACKATHONS

Meetups and hackathons are the open door. Companies that attend go to the sales operations team (Sales Ops).

CUSTOMER STORIES

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

INDUSTRY CONFERENCES

We go where engineering leaders already meet, and we use the same company list.

WORKING WITH SALES

One shared list with the country’s sales rep and the APJ lead who books the first meetings (SDR).

WHAT WE DO FOR EACH PERSON

Some deals start with engineers who already use Cursor. Others start when a CTO, or in Korea a chair of the board, asks the team to pick a tool.

WHO	ROLE	CARES ABOUT	WHAT WE DO
Engineers	They use the product	Getting work done faster	Invite them to a meetup or a hackathon.
Staff engineer or engineering manager	Internal supporter	A result they can show their boss	Run a workshop inside the company, with the sales rep.
Head of platform or AI tooling	Compares the tools	How Cursor compares with Copilot or Amazon Q	Give them a short pack of customer stories: NAB, Money Forward, and Grab.
CTO or VP Engineering	Signs the budget	A company-wide deal	Host a dinner or roundtable with one customer in the room.
CEO or chair	Senior backer	A company-wide decision. Naver’s chair met Cursor’s CEO	A smaller dinner. We tell that Naver story.
Security, IT, legal	Can stop the deal	Privacy Mode, SOC 2, sign-on, no on-premises option	A security briefing with a technical specialist (Field Engineer).
Procurement	Handles the contract	Price per person, invoice, purchase order	Join the sales rep on the Enterprise contract.
Infosys, NTT DATA	Partners who influence the deal	Shipping work faster for their clients	A joint event. Japan with partners. India with Infosys.

HOW I CHOOSE ACCOUNTS

This is how I choose companies, so the programs reach the right people. The deals cover thousands of seats. Several people have to agree. The company-wide deal comes after they compare tools.

SIGNS A COMPANY IS READY

I look first at Cursor’s own data: people at that company already using it, companies that come to a hackathon or meetup, and a list built with sales operations. My working idea: where many engineers already use Cursor, that company is in the first ten. Public hints come second: a public push on AI, a new CTO, hiring for AI tools, or a Copilot trial. Those hints do not replace usage data.

THREE GROUPS

Group 1 · One company at a time About 10 companies. The activity is written for the people who have to say yes there.	Group 2 · A small set of similar companies They share one activity.	Group 3 · Many companies at once Meetups, hackathons, and conferences.
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KOREA PILOT

One country, one type of company, one person who books meetings, one marketer, one source of usage data, one way in, one goal, and ten companies.

MARKET Korea. I host in Korean. On 28 June 2026, Cursor said it would enter the Korean market within four months, and that it was already working with several Korean companies.	TYPE OF COMPANY Internet and platform companies. Naver rolled Cursor out to thousands of staff, and chair Lee Hae-jin met CEO Michael Truell. Encar adopted it for front-end and mobile work.
TEAM AND GOAL The person who books meetings, and me. We start from companies that already have people using Cursor. Goal: turn team usage into an enterprise deal.	HOW WE START A developer event in Korean that leads into an executive roundtable. Seoul Hackathon #4 is 24 October 2026, 10:30–19:00 KST.

Ten example companies. I would keep a name only if people there already use Cursor. I am not claiming they do today: Kakao, Coupang, Gmarket, Woowa Brothers, Yanolja, Musinsa, Kurly, Daangn (Karrot), Socar, Zigbang. The same approach then goes elsewhere: Japan with IT partners, Australia and New Zealand from the NAB story, India with Infosys, and Southeast Asia from Grab.

ONE ACCOUNT, AS A TEMPLATE

TEMPLATE Kakao is the example. I am not claiming Kakao uses Cursor. The customer story is Naver, where the chair met Cursor’s CEO as the company rolled Cursor out to thousands of staff. Company details stay blank until sales operations can show whether people there already use Cursor. My working idea: the platform lead runs the comparison, and the CTO signs off on a company-wide deal. What we do: a workshop, a pack of customer stories, a roundtable, then a security briefing.

THE TEAM AND THE MAIN NUMBER WE TRACK

I lead the person who books meetings, the country’s sales rep, and a technical specialist. Extra help joins when a deal needs it.

The main number we track is how many of the people who have to say yes we have actually reached. Then we count meetings, sales opportunities, and signed deals. The person who books meetings works that same list with me from week one.

0–30 Prioritize and research Check which of the ten already have people using Cursor. Write a one-page brief for each one that remains.	31–60 Name who decides Name the people who have to say yes, and choose an activity for each.	61–90 Run and analyze Run the event and the roundtable. Keep what brought the right people into the room.
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WHAT I'D ASK LEADERSHIP IN WEEK ONE

- Which companies in APJ already have teams using Cursor, and can I get that list each month?
- Which countries in APJ does Cursor want to invest in most this year, and in what order?
- What most often slows an enterprise deal in APJ: a security review, a question about data privacy, or the lack of a version that runs in the customer’s own data center?
- In Japan, should we start by marketing together with partners such as NTT DATA?

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. Liffott: 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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