

MIRZSA PANGESTU

Jakarta | +65 8617 5758 | pangestu.mirzs@gmail.com | [linkedin.com/in/mpangestu](https://www.linkedin.com/in/mpangestu) | weekend-lab.vercel.app

PROFESSIONAL SUMMARY

AI-native Enterprise B2B SaaS Sales Professional with 7+ years of consistent quota outperformance -- and a builder's mindset. I don't just use AI tools; I build them. Alongside a track record of 189% at RGF, 115% at Select, and 116% at LinkedIn, I independently designed and shipped kepo.ai -- a live, production-grade AI-powered sales platform combining intelligent prospect research with a full built-in CRM, covering the entire sales cycle from first buying signal to closed won. The platform is actively used by a real sales team, not just a prototype. My goal is to bring this rare combination of enterprise sales experience and hands-on AI product thinking into a technology or AI company -- selling solutions I genuinely understand from the inside. Deep knowledge of Indonesian and SEA enterprise markets across manufacturing, energy, logistics, financial services, and technology sectors.

CORE COMPETENCIES / SKILLS

Enterprise & Mid-market B2B Sales * AI-Powered Sales Tools * Consultative Selling * SaaS Solutions * Account Management * Customer Success * C-Suite Engagement * AI Product Building * Workflow Automation * CRM Architecture * RAG & Vector Search * Team Leadership * Public Speaking

AI PORTFOLIO

kepo.ai -- AI-Powered Sales Platform (Research + Full CRM)

Solo Founder & Builder | 2025 -- Present | Live: weekend-lab.vercel.app

Built and shipped a complete AI-powered sales operating system for Indonesian B2B sales teams - solo, from scratch. kepo.ai is not just a research tool: it is a fully integrated platform covering the entire sales cycle, from AI-driven prospect research through to a built-in CRM for pipeline management, team collaboration, and revenue analytics. Actively used by a real sales team in production.

- * **Built-in CRM:** Full Kanban pipeline (Research to Contacted to Qualifying to Demo to Proposal to Negotiating to Won/Lost) with deal ownership per rep, stage-time tracking, at-risk deal alerts for deals stalling past expected cycle time, and a contacts module with C-suite contact details -- one system from first signal to close
- * **AI Copilot (Daily Brief):** An AI-generated daily briefing that reads the team's live pipeline data and surfaces what matters most: forecast gap vs. quarterly target, deals stalling beyond expected cycle, hot accounts with no outreach yet, and the highest-probability path to closing the quarter
- * **AI Research Engine:** One-click prospect research that runs 3 parallel web searches, detects buying signals (funding rounds, hiring surges, leadership changes, product launches), scores each account Hot/Warm/Cold, and generates four ready-to-send outreach messages (WhatsApp and Email in both Bahasa Indonesia and English) -- all in under 30 seconds at ~\$0.07 per run
- * **Analytics Dashboard:** Full signal-to-deal conversion funnel (researched to contacted to qualified to proposal to won), reply rate by industry, win rate, pipeline by stage, closed revenue by week, and team leaderboard -- all live from real usage data
- * **RAG Memory System:** Voyage AI embeds each research result into a 1024-dim vector stored in Pinecone; future runs retrieve semantically similar past intelligence (cosine similarity ≥ 0.70) and inject it as context -- the platform gets smarter with every research run
- * **Tech Stack:** Claude Sonnet 4.6 (AI layer) - FastAPI Python 3.12 - Tavily web search - Voyage AI embeddings - Pinecone vector DB - Supabase PostgreSQL + Auth - Railway - React 19 TypeScript - Vercel

PROFESSIONAL EXPERIENCE

VP of Sales (LinkedIn Business)

NBO Indonesia | Jakarta, Indonesia | January 2026 -- Present

- * Leading the LinkedIn Business division at NBO Indonesia, driving revenue growth across new and existing enterprise accounts
- * Expanded the SaaS portfolio by establishing strategic partnerships with key LinkedIn principals across Talent Solutions, Learning, and Sales Navigator

- * Built and deployed AI-assisted sales workflows -- prompt-engineered outreach templates, automated prospect research pipelines, and CRM hygiene tools -- to accelerate team deal velocity
- * Developing go-to-market initiatives to deepen market penetration in the Indonesian enterprise segment
- * Leveraging deep LinkedIn product expertise and C-suite relationships to accelerate business development across priority verticals

Account Executive

LinkedIn Singapore Pte. Ltd. | Singapore | April 2023 -- December 2025 -- Promoted from TDCX contractor to Full-Time LinkedIn employee, relocating to Singapore APAC HQ

- * Achieved 116% of 1H 2024 target from zero pipeline following direct-hire promotion
- * Developed a proprietary AI-assisted ROI calculator demonstrating recruitment cost savings vs. LinkedIn solutions -- grew team average deal size from \$3,000 to \$10,000, adopted for Indonesia team-wide usage
- * Managed end-to-end sales cycles across enterprise and mid-market accounts in Indonesia, selling LinkedIn Hiring and Learning solutions
- * Mentored and coached 10 junior AEs on market knowledge, product expertise, and consultative pitching
- * Ranked Top 10% company-wide for learning hours invested in 2024, focused on AI, prompt engineering, and automation

Senior Recruitment Consultant

PT. Select Headhunter Indonesia | Jakarta, Indonesia | July 2022 -- April 2023

- * Generated IDR 1.3B revenue (2022 to Q1 2023), exceeding annual target by 116% across mining, palm oil, and consumer goods
- * Placed 15+ senior executives including COO, Estate Advisor (Senior GM), Mill Heads (GM-level), and functional heads
- * Acquired and managed 10 enterprise clients including Indonesian/Singapore public-listed companies and MNC freight forwarders
- * Mentored junior consultants on advanced sourcing, client engagement, and contract negotiation

Recruitment Consultant

PT. Select Headhunter Indonesia | Jakarta, Indonesia | July 2021 -- June 2022

- * Achieved IDR 764M revenue (115.7% of target) in first year from zero baseline with no inherited accounts
- * Successfully placed 12+ senior managers across logistics, consumer goods, hospitality, and manufacturing
- * Conducted market research and competitive analysis to optimize client talent acquisition strategies

Recruitment Consultant

PT. RGF HR Agent Indonesia | Jakarta, Indonesia | August 2019 -- July 2021

- * Achieved 189% of target in first 5 months (Aug-Dec 2019), generating IDR 359M as a new consultant
- * Named MVP 11 times across 2019-2020: quarterly (Q3-Q4 2019, Q1-Q2 2020), half-year (H2 2019, H1 2020), and FY 2020
- * Maintained 99% quota attainment in 2020 despite pandemic downturn -- highest performance company-wide
- * Averaged 7 successful placements per month at peak performance

Geologist (Underground Mine & Wellsite)

PT. Merge Mining Industri & PT. Prima Energy | Kalimantan, Indonesia | September 2017 -- April 2019

- * Conducted geological data collection, structural analysis, and geotechnical inspections for underground coal mining operations
- * Monitored drilling processes, performed rock descriptions to JORC standards, and managed geophysical logging
- * Provided technical support to mining contractors on stratigraphy control, aquifer management, and safety protocols

EDUCATION

Bachelor of Engineering in Geological Engineering

Universitas Pembangunan Nasional Veteran Yogyakarta | 2010 -- 2017

TECHNICAL SKILLS & TOOLS

- * **AI & LLMs:** Claude Sonnet 4.6 (Anthropic API) - OpenAI API - Microsoft Copilot
- * **AI Infrastructure:** Tavily (web search) - Voyage AI (embeddings) - Pinecone (vector DB / RAG) - n8n (workflow automation)
- * **Backend & Data:** FastAPI (Python 3.12) - Supabase (PostgreSQL + Auth) - Pydantic - Data Analysis & ROI Modeling
- * **Frontend & Deployment:** React 19 + TypeScript - Vite - TanStack Query - Vercel - Railway
- * **Dev Workflow:** Claude Code - Antigravity - Visual Code Studio (vibe coding) - Git - Notion - Slack
- * **Sales Tech:** Dynamics CRM - LinkedIn Sales Navigator - LinkedIn Recruiter - ATS Systems - Boolean Search

LANGUAGES

English (Professional Working Proficiency) * Bahasa Indonesia (Native)