

Contact

www.linkedin.com/in/thevalueguy
(LinkedIn)

Top Skills

Microsoft Office
PowerPoint
Public Speaking

Languages

Spanish
English
Latin

Certifications

Ram Charan on Coaching High Potentials
Strategic Thinking
Strategic Partnerships: Ecosystems and Platforms
Business Development: Strategic Planning
Strategic Partnerships

Honors-Awards

2013 University Leadership Seminar
Pi Sigma Alpha – National Political Science Honors Society at Notre Dame
Old Elm Whipple Scholar
Headmaster's Award

John Pepelnjak (Pep)

Ending Dev chores w/ Devin.AI + Windsurf | Wharton | Wondering
Austin, Texas, United States

Summary

I get excited about creating, capturing, and delivering value. And helping others do the same - the self is a dead end.
I'm proud of my track record in identifying world-class people (and ideas + stories) with extraordinary potential. Especially the underdogs and the misunderstood.
I'm optimistic about the role technology plays as a beautiful wedge into a universe of infinite possibilities.
I'm captivated by the art and science of competition, combat, and war.
I enjoy studying, crafting, and implementing business strategies: theories, or stories, of how to WIN.

Select Venture Investments:
Ethos Life Seed: Now ~\$2.7 Billion Valuation
MindTickle Series A: Now ~\$1.2 Billion Valuation
Flexport Series A: Now ~\$8 Billion Valuation
Birdeye Series B: Now ~\$1 Billion Valuation

Experience

Cognition
GTM
2025 - Present (less than a year)
We've raised \$700mil to take care of Dev chores w/ Devin.AI, so you can be free to build again

Windsurf
GTM
2025 - Present (less than a year)
Acquired: Cognition July 2025 - Combining Human-in-the-loop and autonomous execution to build the future of enterprise software development.
Enterprise Ready. Security First.
I cover the Bay Area (+ beyond)

Feel free to reach out (if I haven't already hah)!

Firstbase.com

Enterprise Account Executive

2024 - 2024 (less than a year)

Austin, Texas Metropolitan Area

Acquired: AppDirect Dec 2024.

1st Enterprise TOLA Territory Hire: Closed top \$multibillion multinational logo in TOLA Territory.

Exceeded 100% Closed Won Ramp Quota

#1/8 Enterprise Rep Outbound Pipeline Generation Quota- more than the entire Sales org combined

#1/8 Enterprise Rep: Avg Time to Closed Won (ATC)

#1/8 Enterprise Rep: Post Discovery -> Closed Won Inbound win rate

Firstbase is a Single Platform to Equip Your Team And Manage Assets Globally

Backed by A16Z's American Dynamism Fund, Kleiner Perkins, Forum Ventures

Rapid Robotics, Inc

Market Launcher + Sr. Account Executive

2022 - 2023 (1 year)

Texas, United States

Overacheived against all assigned KPIs

A worthy post-MBA experiment to serve the honorable manufacturing folks whom our country's colossally complex infrastructure relies upon.

The Wharton School

1 year 10 months

MBA Candidate (Full-Time)

August 2020 - May 2022 (1 year 10 months)

Philadelphia, Pennsylvania, United States

Learned how to create, capture, and deliver value with a world-class group of people.

Graduate TA: Strategy

2021 - 2022 (1 year)

Philadelphia, Pennsylvania, United States

Core Curriculum Strategy TA for MGMT612: Managing The Emerging Enterprise

(Eg. Formulating competitive strategy as the underdog when entering the market or creating a new market altogether)

BirdEye

Biz Dev and Strategic Partnerships Lead

2019 - 2022 (3 years)

Dallas/Fort Worth Area

- Joined at Series B stage (now Series C, 100m ARR Unicorn)
- Direct Executive report to President. Shaped biz dev + corporate strategy.
- Closed biggest revenue share deal in company history. And a number of other mission-critical revenue+ product partnerships w/ executive oversight.
- Previously President's Club + Top Sales Performer + Team Lead on highest performing segment (turnaround project from lowest performing segment) + Developed Channel Sales GTM strategy from the ground up

Ethos

Manager, Ops + Strategy

2017 - 2018 (1 year)

San Francisco Bay Area

- One of first 5 employees. Seed/"Working-in-apartment" Stage, Pre-Revenue (Now Unicorn).
- Reported to Founders + VP Product (Classmates @ Stanford GSB).
My father passed at 13 years old and we were lucky enough to have life insurance. Ethos is led by the best young leaders in the Valley on a real mission to protect families.
- Architected internal/external customer+ product operations to scale from first customer to a 35M Series B, 100M+ Valuation with top-tier Investors in Sequoia, Accel, Google Ventures, Goldman Sachs, JayZ, and others.
- Served as Pre-MBA, cross-functional "Jack-of-All-Trades" and empathically represented the "Voice of the Customer" to get Ethos to venture scale.

Mindtickle

Manager, Enterprise Customer Success and Operations

2016 - 2017 (1 year)

San Francisco Bay Area

- Joined at Series A Stage. (Now Unicorn)
- One of first ~10 employees, 2nd operations/customer success hire in the USA (HQ is in Pune, India)
- Implemented global training programs alongside sales, HR, and IT leadership, increased training adoption by over 12%,

decreased ramp time by 15-30 days, facilitated key renewals and upsells
>100k

- Managed expectations on deployment/implementation timelines and product capabilities for high-growth startups and public companies

Flexport

Sales and Business Development

2016 - 2016 (less than a year)

San Francisco Bay Area

- Joined at Series A Stage (Now Unicorn)
- Member of original Growth Team and played active role in creating a systemized sales development process
- Managed full sales cycle (prospecting, discovery, evaluation, closing, and on-boarding emerging clients)

Spreecast

Account Executive - Business Development, Strategy

2015 - 2015 (less than a year)

San Francisco Bay Area

- Joined at Seed Stage
- First Sales/ Business Development Hire on a team <15. Reported to Founder/ CEO, Jeff Fluhr.
- Closed and upsold major customer accounts (DraftKings TV, ESPN, Wall Street Journal, Tony Robbins Inc)
- Developed and executed growth strategies for Spreecast and suite of video streaming products

Zuora

Sales and Business Development Representative

2014 - 2015 (1 year)

San Francisco Bay Area

- Joined at Series F Stage (Now Public)
- #1/~30 sales reps. 177% Quota attainment
- Facilitated the largest closed deal of FY14 on the commercial team.

Old Elm Club

Super Honor Caddy

2005 - 2014 (9 years)

Highland Park, IL

Perhaps the most formative of my professional experiences. I had the privilege to serve as a Super Honor Caddy at the prestigious Old Elm Golf Club of

Highland Park, IL for 10 golf seasons, from 7th grade through to my college graduation. Old Elm is one of the most exclusive golf clubs in the United States and is one of the country's remaining 24 Men's clubs.

- Provided personable assistance for high-profile members, C-level executives, and Professional Golfers
- Offered critical recommendations regarding weather and course conditions, club selection, and analyzing putts taking into account the slope and elevation of each green.

Education

The Wharton School

Master of Business Administration - MBA (Full-Time), Finance and Management (Entrepreneurship & Innovation) · (2020 - 2022)

University of Notre Dame

B.A., Computer Applications and Programming and Political Science, 3.8 GPA · (2014)

Georgetown Preparatory School

High School, Headmaster's Award (Class MVP), National AP Scholar, #1 Student of Govt & Latin, #1 Senior Thesis · (2010)