

# Scott King

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## CHIEF MARKETING OFFICER

Innovative and results-driven marketing executive with 20+ years of experience driving growth at early and mid-stage software companies. Expert in leading strategic marketing initiatives, content marketing, and brand awareness programs. Proven track record in leading high-performing teams, developing comprehensive marketing strategies, and improving sales processes to deliver substantial revenue growth.

## PROFESSIONAL EXPERIENCE

### **KRISTA SOFTWARE, Dallas, TX**

*Head of Marketing* | Nov. 2020-Present

- Manage and oversee all aspects of the marketing department, including website systems, content creation, analyst relations, and PR.
- Strategically drive marketing initiatives to increase brand visibility and market share. Top placements include **Fortune**, **Forbes**, **VentureBeat**, and **Digital Information News**.
- Foster relationships with key industry pundits and stakeholders to expand business reach and potential collaborations.

### **ZIMPERIUM, INC., Dallas, TX**

*Director of Marketing, Director of Sales Training* | October 2014–October 2020

- Spearheaded the global growth of the mobile app platform suite business.
- Designed and implemented a holistic sales enablement and mindfulness program “The Tribe” to train the global sales force, enhancing sales capabilities and productivity.
- Conducted proprietary research for custom content creation to drive brand engagement and lead generation. Top placements include **TechCrunch**.
- Increased sales pipeline by 75% to \$2.8m and \$1m revenue in 2020.

### **CA TECHNOLOGIES, Islandia, New York**

*Solution Account Manager – DevOps* | May 2014–October 2014

*Principal, Business Development* | October 2012–April 2014

- Successfully increased pipeline by \$1.2M within a span of four months through strategic sales initiatives in growth territories.
- Oversaw marketing, business development, and demand generation for the

application delivery business unit, which included application release automation and service virtualization product lines.

- Managed a demand generation budget of \$1M, effectively allocating resources to maximize returns.
- Successfully managed the launch of "Service Virtualization: Reality is Overrated" at Oracle OpenWorld 2012.

## **ITKO, A CA TECHNOLOGIES COMPANY, Dallas, TX**

*Director, Business Development and Marketing* | February 2007–September 2012

## **EDUCATION**

Bachelor of Arts, Advertising, Texas Tech University

## **SKILLS**

- Strategic Marketing & Business Development
- Sales Training & Enablement
- Product Launch & Promotion
- Digital Marketing & SEO
- Budget Management
- Demand Generation
- Content Marketing

## **PORTFOLIO**

- [thescottking.com](http://thescottking.com)

References available upon request.