

# SCOTT KING

## PRODUCT MARKETING LEADER | SALES ENABLEMENT & TECHNICAL STORYTELLING

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Results-driven marketing leader with a passion for building B2B sales pipelines and crafting compelling narratives around complex technical products. Skilled in developing sales enablement content, go-to-market strategies, and cross-functional collaboration to drive growth at early-stage software companies.

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### PROFESSIONAL EXPERIENCE

#### **KRISTA SOFTWARE, Dallas, TX** VP Marketing | Nov. 2020-Present

- Lead all aspects of marketing, focused on sales enablement and demand generation.
- Launched the '[The Union](#)' podcast and educational framework, focused on simplifying AI concepts for sales enablement and customer understanding.
- Spearheaded research survey featured in major publications including [Fortune](#) and [Forbes](#), driving brand awareness and lead generation.
- Develop the company's content strategy, producing product material, articles, website copy, ebooks, whitepapers, and research-driven thought leadership pieces.

#### **ZIMPERIUM, INC., Dallas, TX** Director of Marketing, Director of Sales Training | October 2014–October 2020

- Served as Product Marketing lead for the zIAP and zScan software development products, crafting go-to-market strategies and sales materials.
- Developed and implemented “**The Tribe**”, a sales enablement program that boosted sales team performance and productivity.
- Authored research paper on banking app vulnerabilities, resulting in earned media placement on [TechCrunch](#) and driving inbound leads.
- Increased the sales pipeline by 75% through targeted demand generation campaigns, resulting in \$1M in revenue growth in 2020.

#### **Additional Relevant Experience**

- **CA TECHNOLOGIES** (Acquired by Broadcom) Led sales, business development, and marketing initiatives at various levels, launching new solutions and growing market share.
- **ITKO** (Acquired by CA) Directed marketing and business development, focused on product launches and strategic partnerships.

#### **EDUCATION** Bachelor of Arts, Advertising, Texas Tech University

**SKILLS** Sales Enablement | Content Marketing | B2B Demand Generation | Go-to-Market Strategy | Competitive Analysis | Product Positioning | Storytelling | Cross-Functional Collaboration | Automation | Zapier | HubSpot | AI | Jasper | SurferSEO | ChatGPT | Gemini