

Scott King

Chief Marketing Officer | Strategic Growth & Brand Scaling

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Results-driven marketing executive with a proven track record of architecting scalable demand generation engines and high-impact brand narratives for technical B2B software companies. **Expertise** in building cross-functional alignment to drive multi-million dollar pipeline growth and establishing market authority through research-driven thought leadership.

PROFESSIONAL EXPERIENCE

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

- **Scalable Growth Systems:** Orchestrate all aspects of the global marketing function, prioritizing integrated demand generation and automated growth systems to accelerate market entry.
- **Brand Authority & Media Strategy:** Spearheaded proprietary research surveys featured in premier publications such as [Fortune](#) and [Forbes](#), significantly elevating brand equity and inbound lead volume.
- **Content Innovation:** Launched '[The Union](#)' podcast and educational framework to bridge the gap between complex AI concepts and customer value, creating a scalable asset for sales enablement.
- **Full-Funnel Content Strategy:** Direct the end-to-end content lifecycle, including product positioning, research-driven whitepapers, and digital properties that drive consistent brand messaging.

ZIMPERIUM, INC. | Dallas, TX **Director of Marketing** | Oct. 2014 – Oct. 2020

- **Revenue Acceleration:** Delivered a 75% increase in the sales pipeline through high-velocity demand generation campaigns, contributing to \$1M in incremental revenue growth in 2020 alone.
- **Sales Enablement Excellence:** Architected and deployed "The Tribe," a comprehensive sales enablement program that optimized team productivity and shortened sales cycles.
- **Product Marketing Leadership:** Served as the strategic lead for zIAP and zScan products, defining the go-to-market (GTM) strategy and competitive positioning for key growth segments.
- **Strategic Earned Media:** Authored high-impact research on mobile vulnerabilities, securing prime coverage on **TechCrunch** and establishing the firm as a category leader.

CA TECHNOLOGIES (Acquired by Broadcom)

Senior Marketing & Business Development Lead

- Executed market expansion initiatives and solution launches that captured significant market

share following the acquisition of ITKO.

CORE COMPETENCIES

- **Strategic Leadership:** Go-to-Market (GTM) Strategy, Brand Architecture, Competitive Intelligence.
 - **Growth Marketing:** B2B Demand Generation, Scalable Sales Enablement, Pipeline Optimization.
 - **Digital Transformation:** AI Strategy, Content Automation, SEO & Website Optimization (SurferSEO, Gemini, Claude).
 - **Storytelling:** Technical Product Positioning, Executive Communications, Research-Led Thought Leadership.
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EDUCATION

Texas Tech University Bachelor of Arts in Advertising