

Scott King

B2B Marketing Executive | AI Go-to-Market & Category Creation

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Professional Summary

Marketing executive with 20 years building demand and market authority for technical B2B software companies. Took marketing 0 to 1 at an enterprise agentic AI platform reporting to the CEO, then ran it through the formation of the agentic AI category. Spent the last two years building the AI agent systems that let a small team produce marketing at a much larger team's volume. Technical enough to write the CISO talk track, commercial enough to tie it to pipeline.

Selected Results

- Company win rate rose from 11.5% to 25.6% in six months on an ICP I defined and enforced
- Average deal size up about 60% and pipeline created up about 40%, with fewer deals in it
- Most recent full quarter closed at 111% of plan, with 47% of open pipeline weighted
- Built the AI systems behind it: daily automated lead classification, agent-run content production, and a fixed-prompt AEO scorecard across three answer engines

Professional Experience

4 KINGS DIGITAL | Dallas, TX **Marketing and AI Advisory Consultant** | Sept. 2026 – Present

- Advise technology leaders on positioning and on installing AI-led marketing systems, including agent workflows, answer engine optimization, and ICP scoring.
- Provide AI readiness audits that tests whether positioning survives competitor adoption and whether answer engines can read and cite a company, scored on a fixed 30-section rubric with a 90-day re-measure.
- Published an open-source B2B product marketing skills toolkit for product marketing organizations.

KRISTA SOFTWARE | Dallas, TX **VP Marketing** | Nov. 2020 – Sept. 2026

Sole marketing leader on a go-to-market team building messaging and systems for agentic AI platform.

- **Pipeline Quality:** Defined and enforced the ICP that moved the company off SMB deals into regulated accounts of 500+ employees, and built the ICP scoring and daily automated visitor triage in HubSpot and Apollo behind it. Company win rate rose from 11.5% to 25.6% in six months, average deal size about 60%, and the quarter closed at 111% of plan.
- **0 to 1 Build:** Led the rebrand from AntBrains to Krista and the website relaunch, then built the content engine, demand generation system, sales enablement program, and analyst and press function around it.
- **Category Positioning:** Authored the three-pillar positioning framework and operating-model narrative that governed every external asset, giving a technically complex platform one story non-technical buyers could repeat.
- **AI Product Marketing:** Led go-to-market for AI governance products, an LLM access gateway and an MCP server, including datasheets, solution pages, CISO and IT talk tracks, and competitive differentiation against routing and gateway alternatives.
- **AI Agent Systems:** Designed and maintained a library of reusable AI agent skills covering content generation, brand voice enforcement, competitive white-space analysis, SEO briefs, paid-media audits, and inbound lead triage, governed by a weighted quality rubric with mandatory revision thresholds. Published a company-agnostic version as an open-source toolkit.
- **Search and Answer Engines:** Built keyword intelligence and competitive gap infrastructure across 13 competitor domains, then a fixed-prompt AEO scorecard measuring citation across ChatGPT, Google AI Mode, and Perplexity. Made krista.ai a cited source for the category term the content program was built around.
- **Earned Media and Brand Authority:** Coordinated a nationwide AI survey that earned placements in Fortune, Forbes, and Yahoo Finance, and launched 'The Union' podcast, which reached 10,000 downloads and views in its first nine months as a sales enablement asset.

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

- **Revenue Acceleration:** Increased sales pipeline 75% through targeted demand generation, contributing \$1M in revenue growth in 2020.
- **Sales Enablement:** Architected and deployed "The Tribe," a global sales enablement and training program that measurably improved sales team productivity.
- **Product Marketing Leadership:** Product marketing lead for the zIAP and zScan products, defining go-to-market strategy and competitive positioning for key growth segments.
- **Strategic Earned Media:** Authored original research on banking app vulnerabilities, securing coverage on TechCrunch and establishing category authority.

CA TECHNOLOGIES (Acquired by Broadcom) | Islandia, NY **Solution Account Manager, DevOps** | May 2014 – Oct. 2014 **Principal, Business Development** | Oct. 2012 – Apr. 2014

- **Pipeline Growth:** Grew pipeline \$1.2M in four months across strategic growth territories.

- **Business Unit Marketing:** Owned marketing, business development, and demand generation for the application delivery business unit, covering application release automation and service virtualization, with a \$1M demand generation budget.
- **Category Content:** Created the award-winning industry blog servicevirtualization.com and led the launch of "Service Virtualization: Reality is Overrated" at Oracle OpenWorld 2012.

ITKO (Acquired by CA Technologies) | Dallas, TX **Director, Business Development and Marketing** | Feb. 2007 – Sept. 2012

- Directed marketing and business development for the Dallas startup that invented service virtualization and the LISA software suite, through its acquisition by CA in 2011.

Core Competencies

- **AI Go-to-Market:** Agentic AI positioning, AI product marketing, category creation, technical narrative for AI buyers, AI governance messaging (LLM access, MCP, shadow AI).
- **AI Operating Systems for Marketing:** Reusable agent and skill design, brand voice enforcement at scale, quality scoring rubrics, human-in-the-loop content pipelines.
- **Growth Marketing:** 0 to 1 marketing builds, B2B demand generation, sales enablement, pipeline optimization, ICP definition and scoring, marketing and RevOps alignment.
- **Search and Content:** Answer engine optimization (AEO), AI-driven keyword intelligence, competitive gap analysis, research-led thought leadership, executive communications.
- **Executive Operating:** Board and executive reporting, go-to-market alignment with sales and customer success, partner and channel enablement.

AI and MarTech Tooling

Claude / Claude Code · ChatGPT · Gemini · Model Context Protocol (MCP) · Gokbots · agent skill design · HubSpot · Salesforce · Apollo.io · SEMrush · Ahrefs · SurferSEO · Google Ads · LinkedIn Campaign Manager · WordPress

Education

Texas Tech University, Bachelor of Arts, Advertising