

SCOTT KING

B2B MARKETING EXECUTIVE | AI GO-TO-MARKET & CATEGORY CREATION

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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, then ran it through the formation of the agentic AI category, and 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.

PROFESSIONAL EXPERIENCE

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

Owned 0 to 1 marketing strategy and execution for an enterprise agentic AI platform, building the global marketing function through the formation of the category.

- **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. Domain authority rose 23 points within six weeks of the krista.ai launch.
- **Category Positioning:** Authored the three-pillar positioning framework and operating-model narrative that governed every external asset across web, sales, analyst, and campaign, giving a technically complex platform one story that non-technical buyers could repeat.
- **AI Product Marketing:** Led go-to-market for AI governance products including an LLM access gateway and an MCP server: datasheets, solution pages, executive talk tracks for CISO and IT buyers, and competitive differentiation against LLM routing and gateway alternatives.
- **AI Content and 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 multi-panel quality rubric with mandatory revision thresholds that kept AI-assisted output publishable without a human rewrite.
- **Answer Engine Optimization:** Made krista.ai the cited source in AI search for "enterprise brain," the category term the content program was built around. As of

September 2026 it is the answer returned for what an enterprise brain is and how to build one.

- **Organic Search Revenue:** Built keyword intelligence and competitive gap infrastructure across 13 competitor domains with monthly briefs against striking-distance queries. A single organic article contributed \$150,000 in revenue.
- **AI in the Revenue Stack:** Built ICP scoring and account classification in HubSpot and Apollo, including automated triage of identified website visitors into prospect, partner, and competitor tiers, plus closed-won analysis to sharpen targeting.
- **Earned Media and Brand Authority:** Coordinated a nationwide AI survey that earned top-tier placements in [Fortune](#), [Forbes](#), Yahoo Finance, and Digital Information World.
- **Content Franchise:** Launched '[The Union](#)' podcast to bridge complex AI concepts and customer value, reaching 10,000 downloads and views in its first nine months and creating a durable asset for sales enablement.

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

- **Revenue Acceleration:** Increased sales pipeline 75% to \$2.8M 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.

AI AND MARTECH TOOLING

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

EDUCATION

Texas Tech University, Bachelor of Arts, Advertising