

Scott Sereboff

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Dynamic and results-driven Vice President of Sales and Marketing with over 25 years of executive leadership experience in both domestic and international markets. Demonstrated expertise in crafting data-driven marketing strategies, forging strategic partnerships, and driving revenue growth. Adept at assisting foreign companies in entering the North American market, leading high-performance teams, sales operations, and enhancing brand visibility across multiple channels. Proven ability to capture market opportunities, foster long-term client relationships, and achieve aggressive business objectives.

Recognized for a visionary approach, exceptional communication skills, and an unwavering commitment to innovation and excellence in a rapidly evolving business landscape. Ready to leverage comprehensive knowledge and a robust network to lead and transform the sales and marketing initiatives of a forward-thinking organization.

KEY COMPETENCIES

Executive Presentation - Strategic Planning - Cultivation of long-term Relationships - Early-Stage Startups - Negotiations - Business development - Team Leadership - Communication - Operations Management - Brand Awareness and Expansion - Consultative Selling - Solutions Selling - Product Launch - Leading Edge Technologies - OEM Sales and Marketing - Creation of Sales Partnerships

PROFESSIONAL EXPERIENCE

Innovation Junkie - Executive Consultant, Oct 2023 to Current

Key Accomplishments & Leadership Highlights:

- Contracted position (1099)
- Joined Innovation Junkie to provide subject matter expertise in sales and marketing of new product into North American, European and AIPAC markets.
- Currently working with a new PTAAS (Penetration Testing as a Service) company who is launching a new product into N.A. during Q1 2024.
- Creating new offerings to broaden the Innovation Junkie product offering to a wider customer base.

Deeping Source - General Manager, North America, Sept 2022 to October 2023

Key Accomplishments & Leadership Highlights:

- Tailored Strategy Creation: Devised and implemented a targeted go-to-market strategy, catering to the unique cultural, technological, and market nuances of the American audience.
- Audience Insight Development: Pinpointed key market segments and discerned customer pain points, formulating value propositions that deeply resonated with the target demographic.
- Competitive Market Intelligence: Spearheaded ongoing market research, gaining insights into the competitive landscape, preempting potential threats, and harnessing untapped opportunities.
- Cross-Functional Collaboration: Partnered with product and tech units to ensure seamless localization, aligning with American standards, regulations, and cultural preferences.
- Iterative Product Enhancement: Pioneered feedback channels from the US market to our Korean product development team, fostering continuous product refinement and customization.
- Engaging Market Outreach: Orchestrated impactful marketing campaigns, PR drives, and strategic partnerships, amplifying brand presence and affinity.
- Led negotiations with one of the world's largest warehouse-style retailers on potential proof of concept and 600-store rollout.

Cross Border Mgmt Pty., Ltd - Head of North American Consulting, Aug 2019 – Sept 2022

Key Accomplishments & Leadership Highlights:

- **Revenue Growth & Expansion:** Spearheaded business strategies that drove a 35% YoY revenue growth. Operational Excellence: Implemented process improvements, leading to a 20% increase in project delivery efficiency and a 15% reduction in operational costs.
- **Innovation & Service Diversification:** Launched three new consulting services tailored to emerging market needs, contributing to a 25% increase in new client acquisitions.
- **Digital Transformation:** Oversaw the digital transition of the firm's consultancy approach, integrating AI and data analytics, which increased project outcome predictability by 40%.
- **Worked with Pivot3, BCD, TrakRacer and others on product rollout and marketing plans.**

Took 8-month break after sale of Veracity USA stock from January 2019 to August 2019

Veracity Global – CEO and VP, Global Sales, July 2005 – Jan 2019

Key Accomplishments & Leadership Highlights:

- **Rapid Revenue Growth:** Accelerated revenue from ground zero to a remarkable \$255K within the inaugural four months, reaching an impressive milestone of \$45M over the initial 12-year span.
- **Sales Amplification:** Elevated annual sales from a modest \$255K in 2006 to a robust \$8.065M by 2017, showcasing a consistent growth trajectory.
- **Team Development & Expansion:** Spearheaded the recruitment and establishment of a high-performing US team, comprising 22 sales professionals and a dedicated financial & back-office unit.
- **Strategic Market Analysis:** Conducted comprehensive market research on the competitive IP camera sector, formulating and implementing an innovative go-to-market strategy.
- **Partnership Initiatives:** Forged the company's pioneering OEM relationship with industry leader Axis Communications, enhancing product reach and credibility.
- **Major Sales Management:** Successfully steered prominent sales ventures including COLDSTORE integrations at Levi Stadium, AT&T Stadium, and the Atlanta Falcons Stadium. Further secured lucrative contracts with notable entities like Canadian Correctional Services, China Light and Power, CenterPoint Energy, and the Las Vegas Detention Center.
- **Industry Leadership:** Esteemed member of the SIA Executive Leadership Breakfast Council, contributing to strategic discussions and industry advancements.
- **Product Distribution Network:** Secured prime product placements with ADI across 80+ strategic locations, bolstering brand visibility and market reach.

Open Options - Business Development Manager, Jan 2003 – July 2005

Key Accomplishments & Leadership Highlights:

- **Client Portfolio Expansion:** Diversified the client base by targeting and closing deals with several key players within the education and corporate sectors, driving consistent revenue growth.
- **Prestigious Client Acquisition:** Successfully secured a high-profile contract with Hershey Schools, establishing our brand as a trusted partner for esteemed educational institutions.
- **Sales Growth:** Achieved a record-breaking quarterly sales figure, surpassing targets by 25% and contributing significantly to the company's annual revenue.

EDUCATION

University of Texas at Austin, Bachelor of Arts, Psychology, 1991

Entrepreneurial Learning

Have led several successful startups from founding.

PORTFOLIO

<http://www.scottseboff.my.canva.site>