

# SCOTT SEREBOFF

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📍 Austin, TX

## WORK EXPERIENCE

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Executive Consultant

**Innovation Junkie**

📅 Oct 2023 - current

- Leads Innovation Junkie in providing subject matter expertise in sales and marketing of new product into North America, Europe and AIPAC
- Assisted a new PTAAS (Penetration Testing as a Service) company in selling to and winning deals with GoDaddy and KPMG with \$1MM/month revenue potential
- Built out a robust system of data collection and A/B testing to improve campaign performance, leading to a 66% average improvement in campaign response
- Created new offerings that have delivered 30% more new contracts over 2022 results
- Researched and provided cost-effective solutions that improved clients' business processes while reducing costs as much as 15%

General Manager, North America

**Deeping Source**

📅 Sep 2022 - Oct 2023

- Analyzed costs, competition, and trends, adjusting sales prices to maintain a 22% net profit margin
- Exceeded sales goal by 21%, increasing customer retention by 47% through communication with the sales team
- Led negotiations with one of the world's largest warehouse-style retailers on 600-store, \$35MM contract
- Created 3-year rollout plan for 600 store system implementation
- Strategy Creation: Devised and implemented a targeted go-to-market strategy that increased call to action "clicks" by 44%
- Built Audience Insight Development: Pinpointed key market segments and discerned customer pain points, formulating value
- Competitive Market Intelligence: Spearheaded ongoing market research, gaining insights into the competitive landscape
- Iterative Product Enhancement: Pioneered feedback channels from the USA market to the Korean product development team
- Engaging Market Outreach: Orchestrated impactful marketing campaigns, PR drives, and strategic partnerships, amplifying brand

**VP OF SALES AND  
MARKETING  
PROFESSIONAL  
READY TO ADD TO  
YOUR COMPANIES'  
SUCCESS.**

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## EDUCATION

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Bachelor of Arts

Psychology

**University of Texas at Austin**

📅 1991

📍 Austin, Texas

## SKILLS

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- 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

# Head of North American Consulting

## Cross Border Mgmt Pty., Ltd

📅 Aug 2019 - Sep 2022

- 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 expense
- Increased margins by 11% with streamlining of delivery and fulfillment vendors
- 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
- Worked with Pivot3, BCD, TrakRacer and others on product rollout and marketing plans

# CEO and VP, Global Sales

## Veracity Global

📅 Jul 2005 - Jan 2019

- Rapid Revenue Growth: Accelerated revenue from ground zero to a remarkable \$255K within the inaugural four months, and over \$2MM by the end of the first 16 months
- Sales Amplification: Elevated annual sales from a modest \$255K in 2006 to a robust \$17MM/yr, showcasing a consistent growth
- Team Development & Expansion: Spearheaded the recruitment and establishment of a 22 member USA team
- 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 via multi-product contract worth \$2.2MM/year
- Major Sales Management: Steered prominent sales ventures worth over \$1MM per average contract (i.e. COLDSTORE integrations at Levi Stadium)
- Sold 6-and 7-figure deals to AT&T Stadium, the Atlanta Falcons Stadium, 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