

LUCIUS WILLIAMS

Global Sales & Revenue Leadership Executive

Enterprise SaaS • Cloud & Digital Infrastructure • Commercial Excellence

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\$12B+

CAREER REVENUE

\$2B+

ANNUAL REVENUE

+/-3%

FORECAST ACCURACY

200+

TEAM SIZE

EXECUTIVE PROFILE

Sales leadership executive with 17+ years building and scaling high-performance revenue organizations across AWS, Comcast, and Verizon. Track record of building systems, cultures, and leaders that produce predictable, scalable results. Deep expertise in enterprise SaaS, cloud infrastructure, partner ecosystems, and commercial execution across Fortune 500 accounts and mid-market segments.

CAREER HIGHLIGHTS

Amazon Web Services (AWS)

Jun 2021 – Jan 2026

Head of Customer Acquisition — Telco, Media, Entertainment, Games, Sports, DNB & Enterprise, NA • Jan 2024 – Jan 2026

Led \$2B+ annual revenue and \$9B enterprise pipeline with +/-3% forecast accuracy across 200+ professionals in 5 countries. Full P&L accountability for \$500M+ operations. Grew partner deal involvement 38% → 56%, influencing \$400M+ annual TCV. Scaled \$1B+ pipeline through partner-led GTM. Led AI transition driving 40% engagement increase and 65% response time reduction.

Comcast Northeast Division

Oct 2019 – Jun 2021

Senior Director, Inside Sales • Oct 2020 – Jun 2021

Scaled workforce 5x and doubled mobile conversion rates to deliver \$1.2B in annual revenue impact. Operationalized a high-volume B2C sales engine with coaching cadences, real-time performance dashboards, and feedback loops, driving 20% sales efficiency lift and 18% customer satisfaction improvement. Unified five regional inside sales teams into a single divisional organization, improving pulse survey results and sustaining low attrition.

Director, Inside Sales • Oct 2019 – Oct 2020

National top-3 close rates. 20%+ cross-sell/bundle increase. Highest employee pulse survey score (+60% eNPS) across all five regions.

Verizon

Oct 2014 – Sep 2019

District Sales Manager, Retail

\$3B cumulative revenue at 112% average attainment. Scaled a new retail-to-SMB channel to 500 business accounts and \$9M ARR in 18 months. \$110M cumulative savings through digital transition. 25+ professionals mentored, 80% promoted to management.

SIGNATURE CAPABILITIES

Partner Ecosystem Development

38% → 56% partner deals, \$400M+ TCV influenced, \$1B+ pipeline through partner-led GTM

Revenue Operations & Forecasting

+/-3% forecast accuracy on \$9B pipeline, 7-KPI architecture, weekly deal inspection

Sales Transformation

5x workforce scaling, 2x conversion, B2C engine with coaching cadences and dashboards

Post-Acquisition Integration

\$180M → \$400M revenue in 18 months, 95% talent retention

AI & Innovation

First Amazon org to deploy generative AI, 40% engagement lift, 65% response time reduction

EDUCATION

Carnegie Mellon University — Executive Program, Business Leadership (2020)

Webster University — M.A. Org Development & Change Leadership (2019)

Webster University — M.B.A. Human Capital Management (2012)

Charleston Southern University — B.A. Business Administration (2007)

CERTIFICATIONS

AWS Certified Solutions Architect Professional (2024)

Executive Sponsor, AWS Enterprise SaaS Deal Program

TALI Leadership Development, Comcast / Carnegie Mellon

AWS Leadership Program

CORE COMPETENCIES

GTM Strategy • Pipeline Governance • Revenue Ops

P&L Management • Talent Development

Enterprise SaaS • Cloud • AI

Telecom • Media • Gaming • DNB