

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

Global sales, revenue, and go-to-market executive with 20+ years building and scaling high-performance revenue organizations across AWS, Comcast, and Verizon. Delivered \$12B+ in career revenue and led a \$2B+ AWS annual revenue organization with a \$9B enterprise pipeline. Brings full P&L ownership, marketing and demand-generation expertise, digital self-service conversion leadership, partner-led scale, and a record of building operating systems that improve growth, retention, and leadership capability.

CAREER HIGHLIGHTS

Amazon Web Services (AWS)

Jun 2021 – Jan 2026

Head of Customer Acquisition — Telco, Media, Entertainment, Games, Sports, DNB & Enterprise, NA • Nov 2023 – Jan 2026

Led \$2B+ annual closed-won revenue and a \$9B enterprise pipeline (~4.5:1 coverage, +/-3% forecast accuracy) across strategic and Fortune 500 accounts. Held full P&L accountability for 200+ professionals across five countries. Grew partner-influenced deals 38% → 56%, driving \$400M+ annual TCV; supported strategic transactions exceeding \$50M.

Head of Inbound & Outbound Demand Generation, NA • Jan 2022 – Nov 2023

Owned the AWS.com inbound digital acquisition experience; reduced low-value phone and chat demand 40–50% and delivered 150%+ of revenue goals. Transitioned customer engagement from rules-based chatbots to GenAI, improving engagement 40% and reducing response time 65%. As Head of Inbound Demand Generation (Jun–Dec 2021), raised marketing ROI 30% and cut customer-acquisition cost 20%.

Comcast Northeast Division

Oct 2019 – May 2021

Senior Director, Inside Sales • Oct 2020 – May 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 through data-led sales strategy and targeted coaching; grew cross-sell and bundle sales 20%+ through product and marketing alignment.

Verizon

Oct 2014 – Sep 2019

District Sales Manager — Retail & SMB

\$3B cumulative revenue at 112% average attainment over five years. Scaled a new retail-to-SMB channel to 500 business accounts and \$9M ARR in 18 months, improving retention 20%+. \$110M cumulative savings through digital transition. 25+ professionals mentored, 80% promoted to management within 24 months.

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

Digital Acquisition & Demand Generation

AWS.com conversion, 40–50% low-value demand reduction, 30% marketing ROI lift, 20% CAC reduction

AI & Innovation

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

Transitioned customer engagement from rules-based chatbots to GenAI, 40% engagement lift, 65% response time reduction

CORE COMPETENCIES

GTM Strategy • Pipeline Governance • Revenue Ops
P&L Management • Talent Development
Enterprise SaaS • Cloud • AI
Telecom • Media • Gaming • DNB