

LUCIUS WILLIAMS

Global Sales & Revenue Leadership Executive

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\$12B+

CAREER REVENUE

\$2B+

ANNUAL REVENUE

+/-3%

FORECAST ACCURACY

92%

TEAM RETENTION

200+

TEAM SIZE

\$9B

PIPELINE MANAGED

17+

YEARS LEADERSHIP

CAREER AT A GLANCE

Amazon Web Services (AWS) — Head of Customer Acquisition, NA Jan 2024 – Jan 2026

\$2B+ revenue, \$9B pipeline, +/-3% accuracy, 200+ team, 5 countries

- Full P&L for \$500M+ operations. Partner deals 38% → 56%, \$400M+ TCv influenced.
- Scaled \$1B+ pipeline via partner-led GTM. Led AI transformation: 40% engagement lift, 65% faster response.

Comcast Northeast Division — Senior Director, Inside Sales Oct 2020 – Jun 2021

5x workforce, 2x conversion, \$1.2B impact

- Operationalized B2C sales engine with coaching cadences, dashboards, and feedback loops. 20% efficiency lift, 18% CSAT improvement.
- Unified 5 regional teams into single divisional org, improving pulse survey results and sustaining low attrition.
- **As Director (Oct 2019 – Oct 2020):** National top-3 close rates, 20%+ cross-sell increase, +60% eNPS score.

Verizon — District Sales Manager, Retail Oct 2014 – Sep 2019

\$3B cumulative, 112% avg attainment

- Scaled retail-to-SMB channel to 500 business accounts and \$9M ARR in 18 months. \$110M savings via digital transition.
- 25+ professionals mentored, 80% promoted to management within 24 months.

WHAT I DELIVER

- **Partner Ecosystem:** 38% → 56% partner deals, \$400M+ TCv
- **Post-Acq Integration:** \$180M → \$400M in 18mo, 95% retention
- **Sales Transformation:** 4x scale, 2x conversion, \$1.2B impact
- **AI Innovation:** First Amazon org on gen AI, 40% engagement lift
- **Forecast Discipline:** +/-3% accuracy, \$9B pipeline, 4.5:1 coverage
- **Talent Development:** 92% retention, 80% mentees to management

EDUCATION & CREDENTIALS

- **Carnegie Mellon** — Exec Program, Business Leadership
- **Webster** — M.A. Org Dev & Change Leadership
- **Webster** — M.B.A. Human Capital Management
- **Charleston Southern** — B.A. Business Admin
- AWS Solutions Architect Professional (2024)
- Exec Sponsor, AWS Enterprise SaaS Deal Program

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