

LUCIUS WILLIAMS

Global Sales & Revenue Leadership Executive

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\$12B+

CAREER REVENUE

\$2B+

ANNUAL REVENUE

+/-3%

FORECAST ACCURACY

150%+

REVENUE GOALS

200+

TEAM SIZE

\$9B

PIPELINE MANAGED

20+

YEARS LEADERSHIP

CAREER AT A GLANCE

Amazon Web Services (AWS) Jun 2021 – Jan 2026

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

- **Head of Customer Acquisition, NA (Nov 2023–Jan 2026):** Full P&L, 200+ professionals. Partner deals 38% → 56%, \$400M+ TCv. Strategic transactions exceeding \$50M.
- **Head of Demand Generation, NA (Jan 2022–Nov 2023):** Owned AWS.com inbound experience; reduced low-value demand 40–50%; delivered 150%+ of revenue goals. GenAI transition: 40% engagement lift, 65% faster response.
- **Head of Inbound Demand Gen (Jun–Dec 2021):** Raised marketing ROI 30%, cut acquisition cost 20%.

Comcast — Northeast Division Oct 2019 – May 2021

5x workforce • 2x mobile conversion • \$1.2B annual revenue impact

- **Senior Director (Oct 2020–May 2021):** Scaled inbound virtual sales org 5x, doubled mobile conversion, \$1.2B impact. 20% efficiency lift, 18% CSAT improvement. Unified five regional teams.
- **Director (Oct 2019–Oct 2020):** National top-3 close rates; grew cross-sell/bundle sales 20%+ through product and marketing alignment.

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

\$3B cumulative • 112% avg attainment • \$9M ARR new channel

- Retail-to-SMB channel: 500 business accounts, \$9M ARR in 18 months; retention improved 20%+. \$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
- **Digital & E-commerce:** AWS.com conversion, 40–50% low-value demand reduction
- **Sales Transformation:** 4x scale, 2x conversion, \$1.2B impact
- **AI Innovation:** GenAI transition, 40% engagement lift, 65% faster response
- **Forecast Discipline:** +/-3% accuracy, \$9B pipeline, 4.5:1 coverage
- **Talent Development:** 200+ led across 5 countries, 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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