

LUCIUS WILLIAMS

Bridgeville, PA • +1-843-494-4493 • lucius.williams@me.com
linkedin.com/in/lucius-williams-64755a149 • Lucius-Williams.com

EXECUTIVE PROFILE

Global sales, revenue, digital acquisition, and go-to-market executive with 20+ years of leadership across enterprise SaaS, cloud, telecommunications, broadband, e-commerce, and high-volume customer channels. 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 clear operating systems that improve growth, retention, productivity, and leadership capability.

SELECTED IMPACT

\$2B+ Annual Revenue: Led closed-won revenue and a \$9B enterprise pipeline with ~4.5:1 coverage and +/-3% forecast accuracy at AWS.

Demand Generation: Improved marketing ROI 30%, reduced acquisition cost 20%, and delivered 150%+ of revenue goals.

Customer Outcomes: Built lifecycle programs, frontline development, and operating cadence to improve customer and team outcomes.

Digital & E-commerce: Led AWS.com inbound experience and conversion programs across high-volume customer touchpoints; improved self-service acquisition and reduced low-value phone and chat demand 40–50%.

Sales & Channel Scale: Increased partner-influenced deals from 38% to 56%, influencing \$400M+ annual TCV; scaled Comcast virtual sales capacity 5x.

People Leadership: Led organizations of 200+ across five countries, spanning sales, demand generation, solution architects, technical pre-sales, and distributed channel teams.

PROFESSIONAL EXPERIENCE

Amazon Web Services (AWS)

Jun 2021 – Jan 2026

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

- Led \$2B+ in annual closed-won revenue and a \$9B enterprise pipeline across strategic and Fortune 500 accounts; maintained ~4.5:1 coverage and +/-3% forecast accuracy through disciplined inspection and KPI cadence.
- Held P&L accountability and led 200+ professionals across five countries.
- Designed GTM systems for segmentation, territory coverage, use-case motions, pipeline development, and partner activation; increased partner-influenced deals from 38% to 56%, driving \$400M+ annual TCV.
- Presented QBRs and revenue performance to senior AWS leadership and supported complex strategic transactions exceeding \$50M.

Head of Inbound & Outbound Demand Generation, North America

Jan 2022 – Nov 2023

- Owned AWS.com inbound digital acquisition experience, using behavioral insight, testing, and journey redesign to improve engagement, conversion flow, and self-service acquisition.
- Reduced 800-number and digital-chat queue volume 40–50% through root-cause analysis, improving contact quality and shifting capacity to high-value customer engagement.
- Scaled partner-led demand programs and introduced clear campaign measurement, operating cadence, and iterative testing to improve execution and efficiency.
- Led an international organization across inbound, outbound, solution architects, and technical pre-sales; delivered 150%+ of revenue goals.
- Transitioned customer engagement from rules-based chatbots to GenAI, improving engagement 40% and reducing response time 65%.

Head of Inbound Demand Generation & Early Career Talent, North America

Jun 2021 – Dec 2021

- Rebuilt demand-generation strategy, raising marketing ROI 30% and reducing customer-acquisition cost 20% through predictive analytics and iterative testing.
- Built lifecycle programs, structured coaching, and repeatable onboarding and enablement systems to strengthen retention and performance.

Comcast — Northeast Division Senior Director, Inside Sales

Oct 2019 – May 2021

Oct 2020 – May 2021

- Scaled a high-volume inbound virtual sales organization 5x, doubled mobile conversion rates, and delivered \$1.2B in annual revenue impact.
- Built standardized coaching cadences, real-time dashboards, and cross-functional feedback loops, producing a 20% lift in sales efficiency and 18% improvement in customer satisfaction.
- Unified five regional inside-sales teams into one divisional organization, aligning operating norms, leadership expectations, career paths, and performance management.

Director, Inside Sales

Oct 2019 – Oct 2020

- Achieved national top-three 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

Oct 2014 – Sep 2019

- Delivered \$3B in cumulative revenue, averaging 112% of annual targets over five years.
- Built a retail-to-SMB B2B channel that generated 500 business accounts and \$9M ARR in 18 months; improved customer retention 20%+.
- Led digital and channel-transition initiatives that produced \$110M in cumulative savings; mentored 25+ professionals, with 80% advancing to management within 24 months.

Early Career — Sales & Team Leadership

2006 – 2014

- Progressive quota-carrying sales and leadership roles across telecom and enterprise channels, building a foundation in customer acquisition, channel development, and frontline management.

CORE COMPETENCIES

Revenue Growth & P&L Leadership • Enterprise Sales & Strategic Accounts • Digital Acquisition & E-commerce Conversion • Demand Generation & Performance Marketing • Inbound, Outbound & Virtual Channel Sales • Broadband, Telecom, SaaS & Cloud • Customer Lifecycle, Retention & Anti-Churn • GTM Design & Revenue Operations • Partner & Co-Sell Motions • Contact Center Strategy & Operations • Sales Productivity, Coaching & Enablement • Data, KPI Architecture & Forecasting • GenAI Customer Engagement • Transformation & Change Leadership

EDUCATION & CERTIFICATIONS

Carnegie Mellon University — Executive Program, Business Leadership (2020) | **Webster University** — M.A., Organizational Development & Change Leadership (2019); M.B.A., Human Capital Management (2012)

Charleston Southern University — B.A., Business Administration (2007) | **Certifications:** AWS Certified Solutions Architect Professional (2024); AWS Leadership Program; Executive Sponsor, AWS Enterprise SaaS Deal Program; TALI Leadership Development, Comcast Division