

WILLIAM (BILLY) DEAN

Enterprise AI / Cloud Sales Executive · AI Coach and Advisor · Transformation Leader

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PROFESSIONAL SUMMARY

I start with the business problem and finish with realized outcomes. That single sentence describes how I operate across every pursuit — whether I'm advising a C-suite on transformation strategy, co-building a working prototype with a customer engineering team, or structuring a \$4M+ Statement of Work. With 20+ years of enterprise sales experience and hands-on AI/full-stack engineering capabilities, I bridge the gap between what organizations *want to accomplish* and what it actually takes to get there.

Four years as an AWS ProServe Account Executive focused exclusively on Fortune 500 Retail, CPG, and Manufacturing — driving GenAI acceleration, omnichannel CX transformation, multi-region resilience, 50PB data governance, and cloud operating model programs across the world's most recognizable consumer brands. I don't just sell these engagements — I shape their strategy, build proof-of-concepts that de-risk technical decisions, orchestrate multi-partner delivery ecosystems, and stay accountable to the outcomes.

FY2025: 118% bookings (\$5.1M vs. \$4.3M) · 175% GAAP revenue (\$5.25M vs. \$3M) · Exceeds High Bar (consecutive years) · AWS Leadership Academy · SCOP Co-Chair Nominee

For organizations like Anthropic, Palantir, or any AI-native company that needs revenue leaders who can operate inside a forward-deployed engineering team and still close transformational engagements: **I bring both.**

CORE COMPETENCIES

Business Outcome-Led Pursuit Strategy · GenAI & AI Acceleration Programs · Forward Deployed Engineering · Technical Prototyping & PoC Development · MEDDPIC Sales Qualification · Account & Pursuit Planning · CBO Alignment & Executive Sponsorship · SOW / MSA Deal Structuring & Closure · Fixed Fee Pricing (FFP) Strategy · Partner Co-Sell & Ecosystem Orchestration · ProServe Bookings & Revenue Management · Omnichannel CX Transformation · Multi-Cloud Architecture (AWS / Azure / GCP) · Agentic RAG & LLM Orchestration

SALES PERFORMANCE HISTORY

Year	Quota	Achieved	Attainment	Context
2025 (AWS)	\$4.3M Bk / \$3M Rev	\$5.1M / \$5.25M	118% / 175%	Retail/CPG/Mfg — Exceeds High Bar
2024 (AWS)	\$6M	\$2.5M + \$1.5M GenAI	67%	3rd year at Nike - massive leadership changes / budget cuts (see Nike stock at this time)
2023 AWS)	\$6M	\$6.3M	105%	2nd year leading Nike
2022 AWS)	\$4.5M	\$4.4M	98%	1st year taking over Nike
2022 (Neudesic)	\$4.5M	\$6.2M	137%	Sr. Client Executive
2021 (HPE)	\$3M	\$7.6M	255%	NA Sales Leader — Cloud Advisory

AWS PROFESSIONAL SERVICES — PROSERVE ACCOUNT EXECUTIVE (2022–PRESENT)

Amazon Web Services (AWS) — Professional Services

2022 – Present

Sr. ProServe Account Executive (PAE) | Retail / CPG / Manufacturing | Dedicated Enterprise Account (2022–2024) | Multi-Account Portfolio (2025–present): Global CPG Leader, Industrial Manufacturing Leader, Restaurants & Everyday Essentials

Trusted advisor and AWS ambassador to C-suite and senior technology stakeholders at Fortune 500 enterprises. I operate at the intersection of business strategy and technical delivery — identifying the business problem first, developing the outcome hypothesis, qualifying rigorously using MEDDPIC, and then structuring SOWs and partner ecosystems to ensure those outcomes are actually realized. Manage bookings pipeline, GAAP revenue, FFP mix, partner attachment, and CSAT to defined targets.

FY2025 Performance — Exceeds High Bar

- ▶ 118% of annual bookings (\$5.1M vs. \$4.3M) and 175% of GAAP revenue (\$5.25M vs. \$3M)
- ▶ Secured \$4M Global CPG Leader Foundations SOW following a seven-year MSOW signature; shaped business case, led mobilization, and scoped full delivery framework
- ▶ 59% Fixed Fee Pricing (FFP) mix on billable bookings — aligned to ProServe's shift to outcome-based, deliverable pricing
- ▶ 39% partner attachment rate; 25% of closed deals involved named strategic partners
- ▶ 100% pipeline hygiene compliance in Salesforce throughout the year

Leadership & Organizational Impact

- ▶ AWS Leadership Academy Cohort (Oct 2025) — competitively selected from global ProServe, AWSI, and GenAIIC pool; organization's highest-potential leaders across NAMER and EMEA
- ▶ ProServe Sales Community of Practice (SCOP) Co-Chair Nominee (Jan 2026) — voice of the field to SCOP Exec Sponsor and PSBD leadership
- ▶ Active mentor to incoming PAEs on the AutoMfg/RetailCPG team
- ▶ Peculiar Points Recognition — multiple peer awards for customer obsession, collaboration, and organizational impact

BUILDER-SELLER: AI-ADOPTER / INNOVATOR - PURSUIT PROTOTYPES & PROPOSALS

The following work represents how I accelerate customer outcomes — building working solutions that answer **'show me'** before any ink is signed. Each was grounded in a real business problem and built to reduce adoption risk, compress deal cycles, or prove feasibility at scale.

Global CPG & Beverage Leader | AI Marketing Platform Pursuit (2025)

AWS down-selected — pursuit in-flight

Business Problem: A global beverage and snack company with 200+ consumer brands sought to unify fragmented marketing operations — disconnected campaign management, inconsistent personalization across markets, and no scalable AI layer to drive consumer engagement, creative optimization, or sustainable media spend at portfolio scale.

What I Built: moresmiles.ai — a fully functional AI marketing platform concept site built entirely through natural language conversation with Amazon AI solutions. Every component, animation, and line of code generated via AI-assisted development. Three outcome pillars: consumer-facing hyper-personalization (predictive analytics, real-time campaign optimization), customer-facing marketing efficiency (end-to-end campaign management, automated creative, transparent ROI tracking), and community/planet impact (AI-driven diversity analysis, waste-reduced media spend, digital-first sustainability).

The Outcome Story: The site itself became the proof of concept — if AI can build the platform that demonstrates AI marketing capabilities, it can build the campaigns, content, and consumer experiences too. Transformed a traditional RFP response into an interactive demonstration of feasibility at scale.

Impact: Reframed the conversation from 'can AI do this?' to 'here's AI doing it, right now.' The most powerful form of executive alignment in a competitive pursuit.

Global Prestige Beauty Company | Omnichannel CX Transformation (2026)

Pursuit in-flight

Business Problem: 25+ brands across 150+ countries operating a fragmented multi-vendor landscape — disconnected voice, chat, and social channels with no unified routing, limited self-service, and 1.07M annual customer contacts largely handled by live agents.

What I Built: While leading the pursuit strategy and pursuit team, built a customer-facing interactive proposal site (AWS Amplify, Lambda, API Gateway) combining live architecture visualization, phased business case narrative, and ROI modeling — replacing a traditional deck with a tangible, touchable artifact stakeholders could explore.

The Outcome Story: \$7M+, 3-phase Amazon Connect + Salesforce transformation: Phase 1 captures 56% of global contact volume (601K interactions) across NA voice/chat in 2 languages; Phase 2 adds EMEA, email, messaging, social across 12 languages; Phase 3 achieves full global coverage — 19 languages, 30+ intents, 1.07M contacts fully enabled.

Impact: Accelerated executive alignment by giving C-suite a concrete, navigable vision of the future state — not a slide. Compressed deal qualification cycle.

QSR Restaurant Chain | Conversational AI Voice Ordering (March 2026)

Business Problem: Labor cost pressure and inconsistent customer ordering experience across restaurant locations — leadership exploring AI-driven automation but skeptical of feasibility without a working demonstration.

What I Built: Proposal site featuring a fully functional voice ordering interface handling order taking, menu navigation, upselling logic, and payment workflow — built and deployed live within weeks.

The Outcome Story: Converted executive skepticism into active pursuit; positioned AWS as the strategic AI platform for restaurant digital transformation and labor optimization.

Impact: 'Show me' did more in one demo than months of slide-based selling. Proof-of-concept became the centerpiece of a broader platform conversation.

Global Athletic & Footwear Leader — Lead Account Executive (FY2022–FY2024) \$6.3M (FY2023)

GenAI Acceleration & Center of Acceleration (CoA)

- ▶ Identified the gap: significant AI/ML infrastructure with no scalable GenAI adoption path — scoped and closed the company's first enterprise GenAI program, aligned to CBOs in legal automation, marketing content, and image classification
- ▶ Launched the Center of Acceleration (CoA) with VP of AI/ML — internal AI enablement hub — and established a multi-year transformation roadmap with 3-partner SI ecosystem
- ▶ Architected Digital Coach product detail and attribute extraction for flagship e-commerce platform; launched to internal cohort 2024

E-Commerce Resilience, Observability & Data Governance

- ▶ Reduced regional outage recovery from 8+ hours to 90 minutes; two validated failover exercises delivered the first-ever zero-downtime holiday season
- ▶ Deployed consumer-journey observability dashboard (Steel Thread) and Operational Readiness Scorecard — adopted by 100+ internal product teams
- ▶ Led assessment of 50PB data lake; delivered Modern Data Strategy framework with GDPR-aligned privacy controls and metadata catalog architecture

Cloud Operating Model

- ▶ Assessed 70+ capability areas; deployed policy-as-code enforcement across approved CI/CD pipelines at enterprise scale

CAREER HISTORY

Neudesic LLC (AWS & Azure Partner, acquired by IBM Global Services) 2021 – 2022

Sr. Enterprise Client Executive | South Region | Professional Services Sales

- ▶ Closed \$6.2M+ Cloud-Native Development & Support Services in first six months — 137% of \$4.5M annual quota
- ▶ Structured and signed 3-year full-lifecycle strategic partnership with regional distribution company for application integration and cloud development

Hewlett Packard Enterprise (HPE) + Cloud Technology Partners 2017 – 2021

Multicloud — Azure, GCP, AWS, Private Cloud

North America Sales Leader, Cloud Advisory & Professional Services | 7 Enterprise Sales Directors (2020–2021)

- ▶ 255% of \$3M quota (\$7.6M) while leading and coaching a team of 7 Enterprise Sales Directors
- ▶ Closed \$25M 3-year Greenlake Hybrid Cloud engagement with global petrochemical manufacturer — largest deal in territory
- ▶ Championed Digital Advisory sales motion into HPE Cloud Advisory Business Unit; expanded team scope to full professional services portfolio

Enterprise Sales Director | TOLA Territory | Individual Contributor (2017–2020)

- ▶ Closed \$13M AWS + GCP application development win at major media company
- ▶ Opened net new enterprise logos across energy, financial services, travel, and insurance sectors
- ▶ Secured partner-funded investment deals with AWS, Microsoft, and Google to accelerate closure

BT Global Services — Enterprise Sales & Professional Services 2007 – 2017

Enterprise Sales Director | West Region Sales Director, BT Advisory | US & Canada Director, BT DiamondIP | Account Manager

- ▶ Named accounts in airline, automotive, rail, semiconductor, and travel sectors — aligned IoT modernization, UCaaS, and managed services to digital transformation roadmaps
- ▶ Closed \$4M 3-year Azure Cloud Services deal for major casual dining restaurant chain as West Region PS Sales Director
- ▶ Grew sales productivity 36% over 2 years via Salesforce CRM adoption across a 6-person software sales team

Early Career

- ▶ **Lucent Technologies** — Account Director / Managing Consultant (1997–2001, 2003–2006): IP management, VoIP assurance, Fortune 2000. Technical lead, first High-Speed Internet Access rollout across a national retail chain (500+ locations).
- ▶ **Andersen Consulting (Accenture)** — Analyst / Consultant (1994–1996): Network consultant on telecom and state government contracts; maintained 80%+ billable utilization.
- ▶ **Central Intelligence Agency** — Co-Op Student Intern (1992–1993).

CERTIFICATIONS

AWS Certifications

- AWS Certified AI Practitioner (Early Adopter)
- AWS Certified ML Engineering Associate (780/1000)
- AWS Certified Solutions Architect – Associate
- AWS Certified Cloud Practitioner

Multi-Cloud Certifications

- Microsoft Certified: Azure Fundamentals
- Microsoft Certified: Azure Data Fundamentals
- Google Associate Cloud Engineer

TECHNICAL SKILLS & TOOLS

AI/ML & Agentic Engineering	Full-Stack Development	Enterprise Sales & GTM
LangChain, LangGraph, CrewAI	Next.js, React, TypeScript, JavaScript	MEDDPICC Qualification Framework
Anthropic Claude SDK, OpenAI SDK	Python, Node.js, Prisma ORM, PostgreSQL	Salesforce CRM, AWS Highspot
Amazon Bedrock, SageMaker, GenAIIIC	AWS Amplify, Lambda, API Gateway, S3	SOW / MSA / FFP Deal Structuring
Agentic RAG, LiteLLM, LangFuse	Clerk, AWS Cognito (Auth) · Stripe (Payments)	NEXUS AI Sales Agent (Early Adopter)
Strands SDK, Claude Code, Kiro	Git/GitHub, CI/CD, Infrastructure-as-Code	APEX, DevOps & Security Delivery Agents

EDUCATION

Texas A&M University — B.S. Computer Engineering

Graduated 1994

- ▶ Member, Texas A&M Corps of Cadets; served as Corps Scholastics Officer — technical engineering foundation with structured leadership development

HOBBY PROJECT

OurCommunitySpot.com | Multi-Tenant SaaS Platform (2024–Present)

Personal project — production proof of full-stack + agentic AI engineering depth