

# WILLIAM (BILLY) DEAN

Enterprise AI & Cloud Sales Executive | AWS Professional Services | Digital Transformation

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## PROFESSIONAL SUMMARY

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Results-driven Enterprise AI & Cloud Sales Executive with 20+ years of experience and 4 years as an AWS ProServe Account Executive (PAE), leading complex, transformational consulting engagements for Fortune 500 enterprises in Retail, CPG, and Manufacturing. Expert at developing and executing long-term account and pursuit plans, aligning AWS Professional Services and Platform solutions to measurable Customer Business Outcomes (CBOs) using a MEDDPICC qualification framework. FY2025: Exceeded 118% of bookings target (\$5.1M vs. \$4.3M) and 175% of GAAP revenue (\$5.25M vs. \$3M), rated Exceeds High Bar for consecutive years. Delivered transformational GenAI, multi-region resilience, and data governance programs for Nike and led AI-transformation pursuits across 200+ leading Retail, CPG, and Restaurant accounts. Selected for AWS Leadership Academy and nominated as ProServe Sales Community of Practice (SCOP) Co-Chair. B.S. Computer Engineering. Certified across AWS, Azure, and GCP.

Prior to joining AWS, I was with HPE, BT Global Services, Lucent Technologies, and Andersen Consulting (now Accenture) and sold infrastructure, security and compliance solutions, data, advisory and application development, software and cloud services to Energy, Travel and Transportation, Financial Services, and Education. Notable customers included ExxonMobil, National Oilwell Varco, USAA, Experian, Sabre, American Airlines, and LyondellBasel.

## CORE COMPETENCIES

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Generative AI & AI Acceleration Strategy | MEDDPICC Sales Qualification | Account Planning & Pursuit Development | Customer Business Outcome (CBO) Alignment | Professional Services & Cloud Platform Bookings Growth | Partner co-sell | Executive Stakeholder & C-Suite Engagement | SOW / MSA Deal Structuring & Closure | Cloud Migration, Modernization & Governance | Fixed Fee Pricing (FFP) Strategy | Salesforce CRM & Pipeline Management | Multi-Cloud Architecture (AWS / Azure / GCP) | Pursuit Demo Creation / Prototype Application Development

## EXPERIENCE

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### Amazon Web Services (AWS) — Professional Services

2022 – Present

*Sr. ProServe Account Executive (PAE) | Retail / CPG / Manufacturing | Nike Dedicated (2022–2024) | Multi-Account Portfolio (2025 - present) including Caterpillar, PepsiCo, Restaurants and Everyday Essentials*

Serve as trusted advisor and AWS ambassador to C-suite and senior technology stakeholders at Fortune 500 Retail, CPG, and Manufacturing enterprises. Responsible for end-to-end business development — from identifying and qualifying opportunities using MEDDPICC to structuring Statements of Work (SOWs) and partner Work Orders (WO), creating Points of View, securing executive sponsorship, and overseeing delivery to ensure Customer Business Outcomes (CBOs) are realized. Develop and execute unified account plans and pursuit plans in close alignment with AWS Global Account Managers and partner teams. Manage ProServe bookings pipeline and revenue realization, Fixed Fee Pricing (FFP) mix, partner attachment rates, and CSAT to defined targets.

### FY2025 Performance — Exceeds High Bar

- Achieved 118% of annual bookings target (\$5.1M vs. \$4.3M goal) and 175% of GAAP revenue plan (\$5.25M vs. \$3M target).
- Secured \$4M PepsiCo Foundations SOW following a seven-year MSOW signature; led mobilization and scoped full delivery framework.
- Maintained 59% Fixed Fee Pricing (FFP) mix on billable bookings, supporting ProServe's shift to deliverable-based pricing.

- Achieved 39% partner attachment rate across major deals, with 25% of closed deals involving named strategic partners.
- Maintained 100% pipeline hygiene compliance in Salesforce throughout the year.

### **Leadership, Recognition & Organizational Impact**

- Selected for AWS Leadership Academy Cohort (Oct 2025) — chosen from a competitive global pool representing ProServe's highest-potential leaders across NAMER and EMEA.
- Nominated for role of ProServe Sales Community of Practice (SCOP) Co-Chair (Jan 2026) — serving as voice of the field to SCOP Exec Sponsor and PSBD leadership.
- Actively mentored new PAEs on the AutoMfg/RetailCPG team

### **Key Customer Engagements & Business Outcomes Delivered**

#### **Nike — GenAI Acceleration Program & Center of Acceleration (CoA)**

- Identified, structured, and closed Nike's enterprise GenAI program; developed CBOs aligned to legal, marketing content automation, and AI-powered image classification with AWS GenAI Innovation Center (GenAIIIC).
- Aligned with Nike VP of AI/ML to define vision for and launch the Center of Acceleration (CoA) — Nike's internal AI enablement hub — establishing a multi-year transformation roadmap.
- Architected 'Nike Digital Coach' Product Detail feature and product attribute extraction use cases for Nike.com; launched to 'Friends & Family' cohort in 2024.
- Orchestrated multi-partner AI ecosystem (Artisan Studios, Grid Dynamics, Tredence) to deliver enterprise-scale GenAI solutions.

#### **Nike — E-Commerce Multi-Region Resilience Program**

- Structured and closed multi-region resilience engagement; reduced Nike.com regional outage recovery time from 8+ hours to 90 minutes, protecting peak-season e-commerce revenue.
- Completed two validated multi-region failover exercises — directly enabling first-ever zero-downtime Holiday 2023 season for Nike.com.

#### **Nike — Operational Readiness & Platform Observability**

- Delivered 'Steel Thread' consumer-journey observability dashboard across marketplace microservices, achieving faster incident detection and recovery.
- Deployed dynamic 'Operational Readiness Scorecard' adopted by 100+ Nike product teams across the entire Nike.com digital estate.

#### **Nike — Data Governance & Modern Data Strategy (50PB Data Lake)**

- Led assessment of Nike's 50-petabyte data lake; delivered Modern Data Strategy framework with compliance, privacy, and governance risk remediation roadmap.
- Designed metadata catalog architecture, enhanced security controls, and GDPR-aligned privacy controls to mitigate identified compliance exposure.

#### **Nike — Cloud Operating Model & Governance Controls**

- Assessed 70+ cloud operational capability areas; deployed policy-as-code detection, prevention, and notification to enforce Nike-approved CI/CD pipelines at scale.

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

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

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

## **Hewlett Packard Enterprise (HPE) / Cloud Technology Partners (AWS Premier Consulting Partner)**

2017-2021

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

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

2017–2020 - Enterprise Sales Director | TOLA Territory (TX, OK, LA, AR) | Individual Contributor

- Closed \$13M AWS + GCP application development win at iHeartMedia.
- Opened net new enterprise logos: ExxonMobil (Azure), NW Mutual (AWS), Sabre (AWS), USAA (AWS), Experian (Hybrid), Blackbaud (Azure), BOK (AWS), LyondellBasell (Hybrid), TransCanada (AWS).
- Secured partner-funded investment deals with AWS, Microsoft, and Google to accelerate deal closure.

## **BT Global Services — Enterprise Sales & Professional Services**

2011 – 2017

2016–2017 - Enterprise Sales Director | Named Accounts: Toyota, American Airlines, BNSF Railways, Sabre, AMD

- Aligned Managed LAN/WLAN services to American Airlines' IoT modernization roadmap (predictive maintenance, flight-crew scheduling, below-the-wing asset management).
- Closed year-long staff augmentation engagement at Toyota for MS Skype for Business subject matter expertise.

2014–2016 - West Region Sales Director, BT Advisory & Consulting | Central & Western US | Team of 6

- Led 6-person Professional Services sales team; closed \$4M 3-year Azure Cloud Services (IaaS, UCaaS, support desk) deal for TGIFridays.

2011–2014 - US & Canada Sales Director, BT DiamondIP Software | Telcos, FSI & Energy | Team of 6

- Increased sales productivity 36% over 2 years through Salesforce.com CRM adoption and pipeline discipline across a team of 6 software sales directors.

2007–2011 - Account Manager, BT DiamondIP Software | TOLA Territory

## **EARLY CAREER**

Lucent Technologies — Account Director / Managing Consultant (1997–2001, 2003–2006): Enterprise sales for IP management, VoIP assurance, and application & network assurance portfolio across Fortune 2000 accounts. Technical lead for first High-Speed Internet Access rollout across all US Kinko's (now FedEx Office) branches.

Andersen Consulting (now Accenture) — Analyst / Consultant (1994–1996): Network consultant on BellSouth and State of Texas Child & Adult Protective Services contracts; maintained 80%+ billable utilization.

Central Intelligence Agency — Co-Op Student Intern (1992–1993).

## **SALES PERFORMANCE HISTORY**

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FY2025 (AWS)	Quota: \$4.3M Bookings / \$3M Revenue	Achieved: \$5.1M / \$5.25M	Attainment: 118% / 175%	PAE — Retail/CPG/Mfg   Exceeds High Bar
FY2024 (AWS)	Quota: \$6M	Achieved: \$2.5M + \$1.5M GenAI	Attainment: 67%*	PAE — Nike (single-account budget cut)
FY2023 (AWS)	Quota: \$6M	Achieved: \$6.3M	Attainment: 105%	PAE — Nike

FY2022 (AWS)	Quota: \$4.5M	Achieved: \$4.4M	Attainment: 98%	PAE — Nike
FY2022 (Neudesic)	Quota: \$4.5M	Achieved: \$6.2M	Attainment: 137%	Sr. Client Exec
FY2021 (HPE)	Quota: \$3M	Achieved: \$7.6M	Attainment: 255%	Cloud Sales Leader

\* FY2024: Single-account concentration risk; Nike significantly reduced AWS spending mid-year. Nike ProServe revenue peaked at \$6.3M in FY2023.

## CERTIFICATIONS

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### AWS Certifications:

- AWS Certified AI Practitioner
- AWS Certified ML Engineering Associate
- 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

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### AWS Platform & AI Services:

Amazon Bedrock AgentCore, SageMaker, Amazon Quick Suite, GenAIIIC, LangChain/LangGraph, CrewAI, Anthropic SDK, OpenAI SDK, Strands, SDK, Kubernetes, DevOps / CI-CD, Claude Code, Kiro, APEX Delivery Agent (Consulting Delivery Agent), DevOps Agent, Security Agent

### Sales Methodology & Tools:

MEDDPIC Sales Qualification Framework, Salesforce CRM (Pipeline & Forecast Management), AWS Highspot (Sales Enablement), Fixed Fee Pricing (FFP) & SOW Structuring, NEXUS Early Adopter (AI Sales Agent)

## EDUCATION

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### Texas A&M University

Graduated 1994

*B.S. Computer Engineering*

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

## LEADERSHIP & RECOGNITION

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- AWS Leadership Academy Cohort (Oct 2025) — Competitively selected from a global ProServe, AWSI, and GenAI Innovation Center candidate pool; organization's highest-potential leaders.
- ProServe Sales Community of Practice (Jan 2026) — Nominated to serve as voice of the field, liaising between the global PAE community and SCOP Exec Sponsor.
- Peculiar Points Recognition — Multiple peer awards for exceptional collaboration, organizational support, and customer obsession.
- Highest Nike ProServe Revenue — FY2023: Delivered \$6.3M, the highest single-year ProServe revenue generated in the Nike territory relationship.