

WILLIAM (BILLY) DEAN

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

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 MEDDPIC 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 LyondellBasell.

CORE COMPETENCIES

- Generative AI & AI Acceleration Strategy
- MEDDPIC Sales Qualification
- Account Planning & Pursuit Development
- Prototype App 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

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

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): Caterpillar, PepsiCo, Restaurants & 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 MEDDPIC 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 (GenAIIC).
- 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.

CAREER HISTORY

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**

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

- 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.

Enterprise Sales Director | TOLA Territory (TX, OK, LA, AR) | Individual Contributor

2017 – 2020

- 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

Enterprise Sales Director | Named Accounts: Toyota, American Airlines, BNSF Railways, Sabre, AMD

2016 – 2017

- 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.

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

2014 – 2016

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

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

2011 – 2014

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

Account Manager, BT DiamondIP Software | TOLA Territory

2007 – 2011

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.
- 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

| Fiscal Year | Quota | Achievement | % Attainment | Role / Focus |
|-------------------|--------------------------------|-----------------------|--------------|---|
| FY2025 (AWS) | \$4.3M Bookings / \$3M Revenue | \$5.1M / \$5.25M | 118% / 175% | PAE — Retail/CPG/Mfg Exceeds High Bar |
| FY2024 (AWS) | \$6M | \$2.5M + \$1.5M GenAI | 67%* | PAE — Nike (single-account budget cut) |
| FY2023 (AWS) | \$6M | \$6.3M | 105% | PAE — Nike |
| FY2022 (AWS) | \$4.5M | \$4.4M | 98% | PAE — Nike |
| FY2022 (Neudesic) | \$4.5M | \$6.2M | 137% | Sr. Client Exec — South Region |
| FY2021 (HPE) | \$3M | \$7.6M | 255% | Sales Leader — Cloud Advisory |

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

CERTIFICATIONS & TECHNICAL SKILLS

AWS Certifications

- AWS Certified AI Practitioner
- AWS Certified ML Engineering Associate
- AWS Certified Solutions Architect – Associate
- AWS Certified Cloud Practitioner

AWS AI & Platform Stack

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, DevOps Agent, Security Agent

Multi-Cloud Certifications

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

Sales Tools & Methodology

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

EDUCATION

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

- 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 — SCOP Co-Chair Nominee (Jan 2026): Voice of the field, liaising between the global PAE community and SCOP Exec Sponsor.
- Highest Nike ProServe Revenue — FY2023: Delivered \$6.3M, the highest single-year ProServe revenue generated in the Nike territory relationship.