

WILLIAM Rus TESTON  
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Cloud Technologist | Solutions Architect | AWS Authorized Instructor |  
Technical & Sales Enablement Leader | AI Transformation

## PROFESSIONAL SUMMARY

Cloud enablement leader with 15+ years driving digital transformation, cloud adoption, and business growth across startups to Fortune 500 enterprises. Expertise spans AWS cloud enablement, SaaS technical sales (APM, MAPM, CDN), with proven ability to translate complex technical concepts for executive and technical audiences.

Track record of architecting scalable learning programs that accelerate cloud adoption and workforce readiness. Combines technical depth with business acumen to deliver measurable results in AWS technical/sales enablement and digital transformation initiatives.

U.S. Air Force Veteran bringing mission-focused leadership, integrity, and proven performance under pressure.

## CORE COMPETENCIES

Cloud Enablement • AWS Solutions Architecture • AI Enablement • Sales Enablement • Partner Enablement • Instructional Delivery • SaaS Sales • Cloud Infrastructure • Security Best Practices • Terraform/CloudFormation • DevOps & CI/CD • GTM Enablement • Leadership & Mentorship

## PROFESSIONAL EXPERIENCE

Amazon Web Services (AWS) - Technical Instructor, Cloud & AI Enablement  
October 2019 – September 2025 | Remote / Global

Led strategic cloud education and enablement initiatives across four global AWS learning programs (AWS Educate, AWS Academy, AWS Partner Network, AWS Cloud Institute). Designed, architected, and delivered scalable curriculum and enablement assets for millions of learners, educators, and partners across 200+ countries.

- Founding member builder of AWS Educate - developed and delivered global cloud education initiatives democratizing cloud access for millions of students.
- Spearheaded content innovation for AWS Academy - enabling 5,000+ higher education institutions to prepare job-ready cloud graduates.
- Designed technical and sales enablement curriculum for AWS Partner Network - equipping 130,000+ partners globally to achieve 40% higher win rates.
- Founding member and architect of the AWS Cloud Institute beta program - 9-month accelerated learning track transforming non-technical learners into AI-savvy cloud developers.
- Collaborated with major enterprise partners including Accenture, PWC, Deloitte, Slalom and others to align training with real-world solutions, hiring needs and achieving AWS Cloud certifications.

Texas State Technical College - Cloud Computing Lead Instructor

2018 – 2019 | Waco, TX

Transformed the Computer Science division through Digital Transformation leveraging AWS and Google Cloud. Implemented and instructed DevOps methodologies, cloud computing architectures, and CI/CD automation using Docker, Kubernetes, Terraform, and CloudFormation. Prospected and marketed in both Sales and Sales Engineer capacities at conferences and educational events.

IT Start-Up & Enterprise Sales Leadership Roles

2002 – 2017 | Various Locations

Held senior roles in SaaS, CDN, and APM organizations, including Akamai/Cotendo, Dynatrace (Keynote), Apteligent (Crittercism), and CenturyLink/ElasticBox. Consistently exceeded quotas (up to 127%), developed new territories, and drove successful start-up exits through acquisition. Built and led customer success, sales, and account management teams focused on enterprise-scale clients including Southwest Airlines, Neiman Marcus, and United Airlines.

## TECHNICAL PROJECTS

Highlighted below are select initiatives demonstrating enterprise-scale architecture and enablement leadership. Sample project portfolio being created at <https://rus-teston.com>

- AI-Agentic Agents - Architected scalable multi-tenant environment leveraging AWS Lambda, DynamoDB, and
- Enterprise DevOps Automation - Designed CI/CD pipelines using Terraform/CloudFormation to standardize infrastructure provisioning.
- Cloud Cost Optimization Framework - Delivered automated reporting system reducing AWS spend across partner/customer organizations.

## EDUCATION & CERTIFICATIONS

Texas State Technical College - A.A.S., Cloud Technology & Data Center Management

Athens State University - B.S., Computer Information Systems

U.S. Air Force - Law Enforcement Police Academy & Leadership School

Certifications: AWS Certified Solutions Architect – Professional (pursuing) • All AWS Associate Certifications (Solutions Architect, Developer, SysOps, Cloud Practitioner) • AWS AI Practitioner • AWS Authorized Instructor (AAI) • AWS Cloud Ambassador • AWS Academy Accredited Instructor • Network Pro Certification

## COMMUNITY & LEADERSHIP

Founder - Heart of Texas AWS Cloud User Group

Founder - Waco Google Cloud Platform User Group

Volunteer - Habitat for Humanity Disaster Recovery • Veteran Advocate - Central Texas Veteran Support Activities • Organizer - Plano Police Department Christmas Cops Program