

William Rus Teston

Marlin, TX 76661 | (469) 774-6555 | rus.teston@gmail.com | rus-teston.com

PROFESSIONAL SUMMARY

Cloud, AI, and technical enablement leader with 15+ years of technical sales, solutions consulting, cloud and sales enablement training, and program management experience. U.S. Air Force Veteran with a mission-focused approach. Proven ability to design, build, and scale technical enablement programs that improve customer readiness, strengthen field execution, and translate complex cloud, AI/ML, DevOps, and cloud infrastructure concepts into clear business value. Founding member of the AWS Cloud Institute and AWS Educate programs, with experience enabling global partners, educators, sellers, and technical professionals through scalable curriculum, hands-on labs, solution demonstrations, and role-based learning paths. Skilled in Solutions Architect responsibilities including solution design, technical discovery, cloud architecture explanation, customer-facing demos, lab architecture, technical validation, and translating business requirements into practical cloud implementation patterns. Experienced with AWS cloud services, AI/ML concepts, IAC, DevOps workflows, LMS platforms, and AI-assisted video creation using HeyGen for modern enablement and communication.

CORE COMPETENCIES

AWS Cloud | Cloud Architecture | Solutions Architecture | Technical Enablement | Revenue Enablement | Sales Enablement | Partner Enablement | AI/ML Fundamentals | AWS AI/ML | AI Video Creation | HeyGen | Curriculum Development | Instructional Design | Technical Training | Cloud and Sales Enablement Training | Program Management | Asana | LMS Administration | Canvas | AWS Skill Builder | Articulate Rise | DevOps | CI/CD | Terraform | AWS CloudFormation | Docker | Kubernetes | SaaS | Technical Account Management | Sales Engineering | GTM Strategy | Stakeholder Management | Executive Communication | Customer Success Management

PROFESSIONAL EXPERIENCE

Amazon Web Services (AWS) | Program Manager & Technical Trainer

October 2019 – September 2025 | Remote

Technical Trainer — AWS Cloud Institute | March 2023 – September 2025

- Founding member of the AWS Cloud Institute, helping build and deliver hands-on technical training across cloud architecture, cloud operations, cloud development, and introductory AI/ML topics to hundreds of learners quarterly while achieving a 4.76 / 5.00 quality score.
- Partnered with product, curriculum, and stakeholder teams to build, beta test, and iterate on program content from the ground up, contributing to GTM launch readiness, learner adoption, and 96% of target enrollment in Q1 2024.
- Performed Solutions Architect-aligned responsibilities while developing and delivering curriculum, including explaining architectural tradeoffs, mapping learner and customer requirements to AWS services, designing hands-on lab environments, validating technical workflows, and demonstrating cloud implementation patterns.
- Translated complex AWS infrastructure, AI/ML, cloud operations, and development concepts into structured learning experiences that improved learner readiness for real-world cloud roles.
- Supported learner technical discovery and troubleshooting during labs, helping participants understand service selection, architectural design decisions, deployment approaches, and operational best practices.

Technical Trainer — AWS Partner Team (Sales Enablement) | January 2022 – January 2024

- Designed and delivered hundreds of technical and technical sales enablement sessions for thousands of AWS Partners across in-person, virtual, and conference settings, transitioning delivery to Articulate Rise and AWS Skill Builder to scale program reach globally while achieving a consistent 4.74 / 5.00 quality score.
- Improved partner and seller ability to position, explain, and implement complex cloud solutions by connecting technical capabilities to business outcomes, customer pain points, and field sales motions.
- Created diverse AWS curricula including workshops, certification preparation, role-based learning paths, and technical sales enablement content for sales-facing and technical audiences globally.
- Enabled AWS Partners worldwide through targeted programs that increased partner solution adoption and strengthened technical field readiness across the AWS Partner Network.
- Delivered solution-focused presentations and demos that required architectural fluency, technical objection handling, service comparison, and the ability to explain how AWS solutions address customer use cases.

Technical Program Manager & Technical Trainer — AWS Academy | November 2020 – January 2022

- Led end-to-end delivery of AWS Academy instructor accreditation and enablement programs across North America, training 5,000+ educators and professionals annually in cloud architecture and technology.
- Aligned curriculum strategy with industry demand and reported program effectiveness to leadership using key metrics, driving a 35% increase in certification attainment rates and contributing to \$2.5M+ in downstream AWS ecosystem revenue through partner enablement and workforce readiness programs.
- Administered Canvas, Vocareum, and XVoucher to manage learner progress, lab delivery, certification voucher fulfillment, and program engagement while using platform data to improve curriculum and report effectiveness to stakeholders.
- Supported curriculum and lab environments requiring cloud solution design, technical validation, architectural explanation, and hands-on implementation guidance across AWS services.

Technical Program Manager & Global Technical Trainer — AWS Educate | October 2019 – November 2020

- Built AWS Educate from the ground up as a founding member, creating enablement programs, content, and processes where none previously existed.
- Administered Canvas LMS to manage and track learner progress, program adoption, and engagement across 1,200+ educators and 150,000+ students globally, using platform data to iterate on curriculum design and report program effectiveness to stakeholders.
- Supported global cloud learning initiatives by simplifying technical concepts, creating scalable learning content, and helping educators and learners understand practical AWS implementation pathways.

Texas State Technical College | Cloud Computing Lead Instructor

2017 – 2019 | Waco, TX

- Led cloud transformation initiatives integrating AWS and Google Cloud into curriculum, designing role-based learning paths for technical cloud roles.
- Implemented DevOps automation pipelines using Docker, Kubernetes, Terraform, and CI/CD workflows, building hands-on labs that accelerated learner technical competency in production-grade tools.
- Delivered technical training programs supporting student career readiness for cloud, DevOps, and infrastructure roles across the region.
- Designed and explained cloud architecture patterns, lab environments, service selection decisions, and deployment workflows aligned to practical industry use cases.

Enterprise SaaS & Startup Sales Roles | Regional Director / National Accounts Manager

2002 – 2017 | Various

- Exceeded sales quotas by up to 127% across SaaS, CDN, and APM/MAPM solutions by translating technical value into measurable business outcomes for enterprise clients.
- Managed enterprise accounts including AT&T, American Airlines, Shell Corporation, Southwest Airlines, Neiman Marcus, and other major organizations, driving product adoption, customer success, and technical solution alignment across cross-functional teams.
- Supported technical pre-sales activities including solution presentations, product demonstrations, competitive positioning, requirements discovery, and value-based solution alignment to accelerate deal velocity.
- Collaborated with technical, sales, and customer stakeholders to clarify business requirements, present solution options, and support customer decision-making.

AI VIDEO CREATION & MODERN ENABLEMENT MEDIA

- Create AI-assisted video content using HeyGen to support modern enablement, candidate branding, technical storytelling, and asynchronous communication.
- Develop scripted AI video messages, avatar-based content, and polished enablement-style video narratives for technical, sales, and professional audiences.
- Use AI video creation as part of a broader enablement communication strategy to make complex technical and business concepts more engaging, scalable, and accessible.

EDUCATION

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

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

CERTIFICATIONS

AWS Certified Solutions Architect – Professional | AWS Machine Learning Engineer | AWS AI Practitioner | AWS Certified Developer – Associate | AWS Certified SysOps Administrator – Associate | AWS Certified Cloud Practitioner | AWS Authorized Instructor | AWS Data Engineer – Pending