# JAMES T. ACUFF

## MARKETING & GROWTH EXECUTIVE

Demand Generation | Field & Partner Marketing | Sales Development

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### EXECUTIVE PROFILE

Marketing and growth leader connecting field, digital, partner and sales-development programs to pipeline and revenue. Experience spans small and mid-market businesses through Fortune 100 accounts, with leadership of both small and large teams in highly matrixed environments. Combines Americas leadership with global strategy collaboration across EMEA and APAC. Delivered $3B in marketing-sourced pipeline in 2025, using AI to improve targeting, campaign execution and measurement.

### LEADERSHIP EXPERTISE

Demand Generation & ABM • Field & Partner Marketing • SDR Leadership • Channel & Alliance Strategy • MDF Allocation • Budget Management • Pipeline Attribution • AI-Enabled Marketing • B2B SaaS & Cloud

### PROFESSIONAL EXPERIENCE

**THE JL GARRETT GROUP** | Dallas, TX — 2026 to Present

**Fractional Chief Growth Officer & AI Enablement Advisor**

- Lead growth-strategy and AI-enablement engagements for founder-led businesses across professional services, education and technology.
- Connect marketing, sales and operations through growth assessments, execution plans, CRM workflows, partner programs and lead-to-revenue reporting.
- Apply AI to marketing workflows and process automation, translating business priorities into practical systems, performance scorecards and team adoption.

**AMAZON WEB SERVICES** | Seattle, WA / Remote — March 2022 to April 2026

**Head of Field & Partner Marketing (SMB Americas)** — January 2024 to April 2026

Led a six-person Americas field and partner marketing team serving businesses with up to $300M in annual revenue. Owned systems integrator, ISV and distribution partner relationships and strategy; aligned 11 cross-functional teams around one revenue plan and 6 shared KPIs.

- Delivered $3B in marketing-sourced pipeline in 2025, integrating field, digital demand and partner programs with accountability for pipeline-to-sales conversion.
- Partnered with EMEA and APAC counterparts to assess regional markets and shape global marketing strategy, contributing Americas market insights and execution priorities.
- Strengthened mid-market demand through ABM and direct seller-led programs with partner support, while scaling a partner-first small-business motion.
- Increased the partner-originated share of open pipeline from 35% in 2024 to 65% by 2026.
- Managed an $8M marketing budget and directed additional market development fund (MDF) allocations, prioritizing segment-certified partners and using pipeline performance and sales conversion to guide funding.
- Owned AWS Marketplace partner-solution campaign strategy, partner coordination, seller alignment and pipeline outcomes across joint events, targeted account outreach, digital campaigns and seller enablement.
- Reduced customer acquisition cost 26% and improved the LTV-to-CAC ratio 12% through AI-enabled targeting, segmentation and predictive scoring.
- Led the segment SDR team responsible for lead nurture and qualification; managed agency, vendor and contractor resources and built role-based AI training for marketing teams.

## PROFESSIONAL EXPERIENCE

**AMAZON WEB SERVICES** | continued March 2022 to April 2026

**Principal Marketing Lead (US SMB)** March 2022 to January 2024

- Owned US East marketing-sourced pipeline for the small and mid-market customer segment, growing it from $150M to $380M through AI-enabled targeting, lifecycle programs and partner co-marketing.
- Promoted to Head of Field & Partner Marketing, SMB Americas, following program results and cross-functional impact.

**AT&T** | Dallas, TX 2007 to 2022

**Head of Field & Channel Marketing** 2015 to 2022

Scaled the founding team from 15 to 110, directing field and partner/channel marketing across enterprise verticals and multi-channel go-to-market programs.

- Unified field, digital, retail, contact-center and partner/channel programs into one campaign plan, delivering 65% pipeline growth across 9 priority markets through account-based marketing.
- Built reseller co-marketing and channel-enablement programs, aligning field events, joint campaigns and partner execution around a shared plan.
- Directed enterprise-vertical field programs, including financial services in the Northeast corridor.
- Extended field and channel marketing across the US-Mexico corridor, working with Iusacell on cross-border execution.

**Head of B2B and B2B2C Marketing** 2011 to 2015

Scaled the founding team from 10 to 87, connecting AT&T enterprise relationships with consumer mobile acquisition and recurring revenue.

- Built a six-channel loyalty program reaching 52.8M employees, military members, students and union members, generating $1B+ in recurring mobile revenue.
- Directed enterprise workforce loyalty programs across 10,000+ accounts, embedding marketing commitments into enterprise contracts.
- Launched a program converting enterprise B2B contracts into ongoing B2C revenue, linking account relationships with consumer acquisition.

**Head of B2B Sales, Mergers & Integrations** 2010 to 2011

- Led a 150-person sales and customer operations team through acquisition integration into AT&T.
- Migrated 1M+ customers onto AT&T infrastructure with zero service failures, preserving the acquired revenue base through the transition.
- Used the integration to drive product and service upgrades, delivering 400-500% of sales targets.

**Director of Sales, Great Lakes Region** 2007 to 2010

- Led a 22-person team to turn around AT&T's most underperforming market in Michigan within one year during a severe economic downturn; subsequently promoted.

## EDUCATION & PROFESSIONAL DEVELOPMENT

BBA, Marketing & Management | Liberty University

Certificate, AI for Marketing and Finance | The Wharton School, University of Pennsylvania

Certificate, Prompt Engineering for Marketing | Vanderbilt University

AWS Speaker Certified | Amazon Web Services, 2023

Additional Leadership: Founder & Executive Director, AI Scholars Lab, K-12 AI literacy program