

Mario Thomas FloD CDir

Head of Applied AI & Emerging Technology Strategy , Amazon Web Services (AWS)
Chartered Director and Fellow of the Institute of Directors (IoD)

Short Biography (152 words)

Mario Thomas is Head of Applied AI & Emerging Technology Strategy at Amazon Web Services (AWS), where he leads global strategy defining how AWS and its partners help organisations harness AI, data, and cloud to accelerate transformation and deliver measurable business value.

A Chartered Director and Fellow of the Institute of Directors, Mario has nearly three decades of experience bridging business strategy and emerging technology — from software engineering to entrepreneurship and board advisory.

Since joining AWS in 2015, he has led multiple global initiatives and co-authored frameworks including the Business Case Accelerator, Cloud Adoption Framework, and AI Stages of Adoption, helping Boards and executive teams move from experimentation to enterprise impact.

Recognised for his pragmatic, outcomes-driven leadership, Mario advises Boards on responsible AI adoption, digital transformation, and governance. He lectures on the Data Science and AI for Executives programme at the London School of Economics, sharing practical insights on scaling innovation responsibly.

Medium Biography (284 words)

Mario Thomas is Head of Applied AI & Emerging Technology Strategy at Amazon Web Services (AWS), where he defines how AWS and its partners engage clients on next-generation technologies. His work focuses on applied-AI enablement, governance frameworks, and emerging-technology foresight — helping organisations move from experimentation to enterprise-scale impact.

With nearly three decades of experience spanning software engineering, product development, entrepreneurship, and board advisory, Mario bridges the gap between technology innovation and business transformation. A Chartered Director and Fellow of the Institute of Directors, he has built and led global teams that deliver measurable, sustainable outcomes across industries.

Since joining AWS in 2015, Mario has held leadership roles across Professional Services, Business Development, and Field Enablement. He has authored or co-authored foundational frameworks including the Business Case Accelerator (BCA), Cloud Adoption Framework (CAF), Migration Readiness Assessment (MRA), Cloud Value Framework (CVF), AWS Way of Selling (AWOS), and AI Stages of Adoption (AISA). These frameworks have become cornerstones of how organisations structure, measure, and govern their transformation journeys.

Prior to AWS, Mario founded and scaled a SaaS company delivering multi-channel digital solutions for global brands including Coca-Cola, Gulf Oil, and Aston Villa Football Club. The business processed nine-figure annual transactions and pioneered early migration of enterprise workloads to the AWS Cloud. He also served as a non-executive director and board advisor, guiding organisations on governance, digital strategy, and change management.

Mario is recognised internationally for combining strategic foresight with operational execution. He lectures on the Data Science and AI for Executives programme at the London School of Economics, where he shares insights on responsible AI adoption, leadership, and organisational transformation.

He lives in the UK and Cyprus, holds dual citizenship (UK and EU), and works globally.

Long Biography (470 words)

Mario Thomas is a transformational business leader and Chartered Director with nearly three decades of experience enabling enterprise-wide change and sustainable growth across start-ups, global enterprises, and the public sector. He currently serves as Head of Applied AI & Emerging Technology Strategy at Amazon Web Services (AWS), where he leads global strategy helping organisations harness AI, data, and emerging technologies to accelerate transformation, strengthen governance, and deliver measurable business value.

At AWS, Mario defines how the organisation equips its field teams and clients to scale AI adoption responsibly. His remit spans applied-AI enablement, governance frameworks, and technology foresight, ensuring AWS and its clients move confidently from experimentation to enterprise impact. He partners with senior leaders to align transformation objectives with commercial outcomes, developing frameworks and mechanisms that embed measurable performance and value creation at every stage of the journey.

Since joining AWS in 2015, Mario has held senior leadership roles across Professional Services, Business Development, and Field Enablement. He has authored or co-authored several foundational frameworks — including the Business Case Accelerator (BCA), Cloud Adoption Framework (CAF), Migration Readiness Assessment (MRA), Cloud Value Framework (CVF), AWS Way of Selling (AWOS), and AI Stages of Adoption (AISA). Collectively, these frameworks are now used globally by Boards, executive teams, and industry partners to structure their adoption of cloud and AI technologies, aligning innovation with governance and ROI.

Mario's leadership combines deep technical knowledge with executive advisory experience. His frameworks and teams have generated measurable enterprise transformation value — exceeding £2 billion globally — by helping organisations operationalise innovation at scale. His work bridges strategic foresight and hands-on execution, demonstrating how responsible technology adoption can enhance performance, resilience, and long-term business value.

Prior to AWS, Mario founded and led a technology consultancy that delivered SaaS platforms for global brands including Coca-Cola, Gulf Oil, and Aston Villa Football Club. The company processed nine-figure annual transactions and pioneered early migration of enterprise workloads to the AWS Cloud. He also served in non-executive and advisory roles, guiding Boards through digital transformation, organisational change, and governance strategy.

Mario's board credentials include election as a Chartered Director (2006) and Fellow of the Institute of Directors (2015). His governance experience spans multiple industries including airline, consumer services, financial services, retail, manufacturing, oil & gas, FMCG, and logistics. Through these roles, he has advised executive teams on strategy, risk, and sustainability — helping organisations integrate ESG and governance principles into technology-led transformation.

He is a guest lecturer on the Data Science and AI for Executives programme at the London School of Economics, where he shares insights on leading AI adoption responsibly and building organisational capability for continuous innovation.

Mario holds a BSc (Hons) in Software Engineering and is a Data Science alumnus of the London School of Economics. He lives in the UK and Cyprus, holds dual citizenship (UK and EU), and works globally.
