

ARCHER *Thomas*

PRODUCT LEADER · INNOVATION PROFESSIONAL · FOUNDER

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THE PROFILE

Energetic product leader, innovation professional and entrepreneur. 26+ years translating complex operating challenges into enterprise platforms, connected journeys and measurable growth — building trusted customer experiences and disruptive ventures at the intersection of technology, identity and human behavior.

BY THE NUMBERS

26+

Years in Product, Project Management, Marketing & Omnichannel

200+

New customer identity attributes added to product identity graph

\$200M+

Annual EBITDA generated

Author

First-in-market wireless carrier same-day delivery & white-glove fulfillment program

EXPERIENCE

2025 —

AT&T

Consumer Business Product Director & Director, Customer Identity Management

Constructed and prioritized the consumer product and feature roadmap behind AT&T's new flagship application, launched March 2026. Owns identity platform strategy across profile, graph and enterprise data services.

2023 — 2025

AT&T

Director, CX Product, Broadband & Converged Product

Led CX governance and customer advocacy across broadband and converged product lines, holding national-scale roadmap delivery to quality and experience-consistency standards.

2022 — 2023

AT&T

Director, Omnichannel CX Strategy

Unified disconnected wireless and broadband journeys into one strategic roadmap and directed development of the Customer History & Interaction Log.

2021 — 2022

AT&T

Director, Omnichannel & Fulfillment Strategy

Owned omnichannel and fulfillment strategy across retail, digital and delivery, including extended-aisle fulfillment, digital upgrades and same-day white-glove delivery partnerships.

Associate Director, Omnichannel & Emerging Digital Programs

Led innovation incubators and technical pods behind Amazon buyflow integration, used-device commerce, BOPIS, appointment scheduling, IoT activation and certified pre-owned experiences.

ENTREPRENEURIAL VENTURES

Emergent Mind Lab Incubator LLC — Founder

emergentmindlab.com

Venture incubator turning bold ideas into operating companies across Fintech, Sports and Entertainment; strategy, product, go-to-market and venture support.

Mind Lab Coaches — Founder

mindlabcoaches.com

Two-sided coaching marketplace spanning leadership, founder, career, creator, sports, language, wellbeing and education, with in-platform booking and payments.

OfferHound — Founder

offer-hound.com

AI-powered high school football recruiting platform connecting athletes directly with college coaches, with a nationwide coach database and NIL AI suite.

OfferHound Camp Ready Cards — Founder

offer-houndcards.com

Scout-grade athlete recruiting cards in under five minutes across 13 sports, with measurables, film links, performance radars and QR-code sharing.

Ongoing ventures under construction target disruption across the Fintech, Sports and Entertainment industries.

CAPABILITIES

Core Capabilities

- Enterprise product strategy
- Customer experience design
- Omnichannel & fulfillment
- Identity & data platforms

Leadership

- Roadmap & portfolio planning
- Cross-functional leadership
- Venture ideation & launch
- Product go-to-market

EDUCATION & CREDENTIALS

University of North Texas — Bachelor of Applied Arts & Sciences, 1995

Certified SAE 4.5, SAE 6 Management · Apple Developer License · Google Play Store Developer License · 10+ AI training certificates

WORKSTREAM TOOLING

GitHub · Supabase · Twilio · Resend · Expo · Higgsfield · ElevenLabs · Anthropic Suite · OpenAI Suite · Lovable · Perplexity and more