



AT&T

ARCHER THOMAS

AT&T Product Leadership Portfolio

Director, Customer Identity Management as a Product

Customer identity, omnichannel experience,
fulfillment innovation and enterprise
platform leadership.

2026 EDITION



LEADERSHIP.
INNOVATION.
IMPACT.

“

*Building trusted identity experiences
that connect people, simplify journeys,
and power the future of AT&T.*

CUSTOMER FIRST
BOLD THINKING
ENTERPRISE IMPACT

CUSTOMER-CENTERED PRODUCT LEADER

26+ years transforming AT&T customer experiences, fulfillment capabilities and enterprise product platforms.

I translate complex operating problems into scaled product capabilities — bridging strategy, data, digital channels and frontline execution.



26+

Years at AT&T

10

Roles across product, CX, operations

150+

New identity attributes

\$200M+

Annual EBITDA from digital, platform & mobile enablement

45K

Frontline employees supported by CHIL

40K+

Digital upgrades enabled in one quarter

CORE STRENGTHS



Inspiring product leadership



Omnichannel strategy



Business problem solving with technology



Executive presence



Cross-functional influence

PRODUCT LEADERSHIP RESUME

EXPERIENCE

- 2025–Present** • | **Director, Customer Identity Management as a Product**
- Own customer identity platform strategy across profile, graph and enterprise data services.
 - Led the customer identity data profile reset, the first Identity Data Service, and converged product indicators.
- 2023–2025** • | **Director, CX Product, Broadband & Converged Product**
- Led CX governance and customer advocacy across broadband and converged product initiatives.
 - Ensured strategic roadmap delivery with quality and experience consistency.
- 2022–2023** • | **Director, Omnichannel CX Strategy**
- Led omnichannel CX strategy across wireless and broadband experiences.
 - Led development of the Customer History & Interaction Log.
- 2021–2022** • | **Director, Omnichannel & Fulfillment Operations**
- Owned omnichannel and fulfillment strategy, capabilities and roadmap.
- 2014–2021** • | **Associate Director, Omnichannel & Emerging Digital Programs**
- Led Buy Online Pick Up In-Store, appointments, IoT activation, certified pre-owned and same-day delivery initiatives.



EDUCATION & CREDENTIALS



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



Certified SAFe 4.5



Trained SAFe 6 Management

LET'S CONNECT



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PORTFOLIO OVERVIEW

A product portfolio built across channels, data and operations



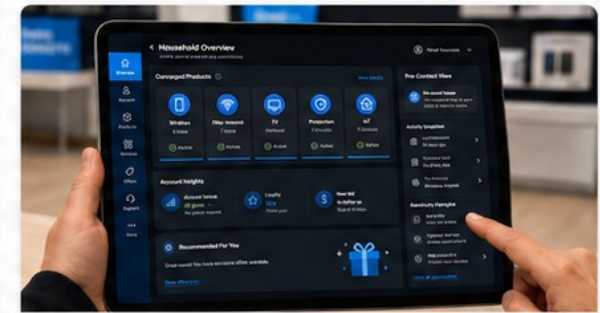
01 | Identity & Data Products

-  Customer Identity as a Product
-  Customer identity data profile reset
-  Identity Data Service
-  Converged Product Indicators



02 | Omnichannel & Digital CX

-  Start Anywhere, Finish Anywhere (SAFA)
-  Retail Appointment Scheduler
-  Buy Online, Pickup In-Store
-  Retail Traffic Control
-  myATT Discover
-  Easy Activation Portal
-  Dynamic Store Pages



03 | Fulfillment & Commerce Platforms

-  Extended Aisle — Direct Fulfillment in OPUS
-  Digital Upgrades — 40K initiative
-  Certified Pre-Owned Store
-  Same-Day White-Glove Delivery by Enjoy
-  Charge for Fulfillment
-  BOPIS Reservation Enhancements
-  Gig Worker Fulfillment

LEADERSHIP.
INNOVATION.
IMPACT.

“Connecting identity, experiences and operations to deliver seamless, intelligent experiences that move our business forward.”

CUSTOMER FIRST
BOLD THINKING
ENTERPRISE IMPACT



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PRODUCT LEADERSHIP HIGHLIGHT

Customer Identity as a Product

Modern data foundation for enterprise CX, sales and personalization.



NEW ROLE STARTING

April 2025

1 Customer identity data profile reset

Reset and redesigned the Customer Identity data profile to a new construct that collects 150+ new customer data attributes and growing.

2 Identity Data Service

Proposed and created the first Identity Data Service that aggregates customer data from first- and third-party data sources and harmonizes that data in a single customer graph.

3 Custom query + enterprise access

Introduced a custom query feature that does not require new development or a product PI interval. The data service is accessible by enterprise applications and platforms that utilize customer data, bringing Product Organizations to parity with Marketing organizations.

4 Converged Product Indicators

Created the first enterprise platform converged product indicators, enabling sales channels to have a pre-dispositioned view of the product sets any given customer has upon contact.



150+
New attributes



1st
Identity Data Service



Enterprise-wide
access



360°
Customer view

OMNICHANNEL TRANSFORMATION — DIGITAL FIRST

Omnichannel transformation created convenience, consistency and speed across AT&T's digital and retail experiences.



01

Start Anywhere, Finish Anywhere (SAFA)

Enabled customers to start an order in digital or retail and retrieve and finish it in the other channel.



02

Mobile-first operating model

Enterprise capabilities were prioritized for the mobile application first.



03

Store-level inventory

Allowed customers to see local product availability and choose a store with stock.



04

Buy Online, Pickup In-Store

Trial launch in May 2013; national launch in February 2014. Targeted 12–15% of digital orders; actual trial performance exceeded 20%.



05

Retail Appointment Scheduler

Implemented a scheduling system to reduce long waits and manage traffic to company-owned retail locations.

Connected experiences.

Every step of the way.



Browse



Buy



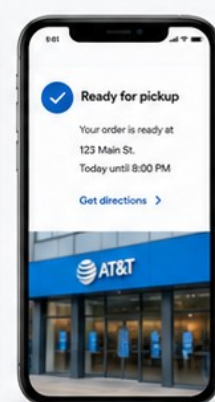
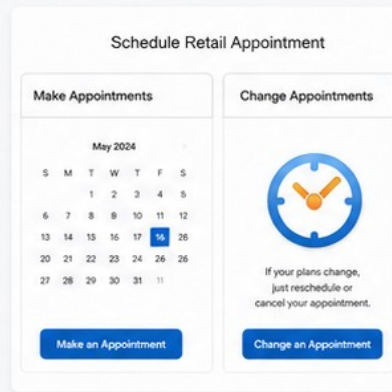
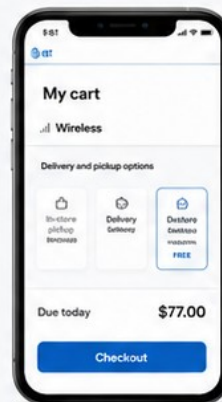
Pick up



Delivered



Support



Out for delivery

Estimated delivery
May 20, 10:00 AM – 1:00 PM

[Track your order](#)

LEADERSHIP.
INNOVATION.
IMPACT.

SAFA
Seamless customer
journeys

API
Connected systems
and real-time data

Mobile
First in experience,
first in execution

CUSTOMER FIRST
BOLD THINKING
ENTERPRISE IMPACT

INNOVATING CONVENIENCE. ELEVATING EXPERIENCES.

Strategic innovations that create new ways to connect, engage, and deliver value to our customers—anytime, anywhere.

AT&T REMOTE VENDING KIOSK



SCOPE

Enable a remote sales vending kiosk to be placed in strategic locations of high traffic to enable a new remote sales channel for AT&T wireless products.

KEY OBJECTIVES

- | | |
|------------------------|---------------------------------|
| New Revenue | Innovative Solutions |
| Efficient Distribution | Increased CX through CSAT & NPS |
| Speed & Convenience | |

KEY HIGHLIGHTS

- Concept launched for AT&T prepaid phones, accessories, and calling cards in 2015
- 5 Kiosks were placed in select locations across the US (Airports)
- Evaluated Forrester data & conducted Compete study
- 55% of Consumers receptive to the concept
- Convenience is the major driver for using a self-service kiosk
- Consumers are likely to perform both transactional and self-service on a kiosk
- Adoption is growing - over one million self-service machines are in use today (U.S.)

MYATT DISCOVER – AUGMENTED REALITY

Features of myAT&T Discover

- ▶ Integrated with myAT&T Mobile experience—no login required
- ▶ Leverages augmented reality (AR) technology to deliver an enhanced and immersive digital experience by using image, object, and sound recognition enabling the customer to instantly:
 - obtain product information
 - make purchases
 - activate services
 - troubleshoot/resolve services & equipment
- ▶ Expandable platform with the ability integrate additional technologies & use cases



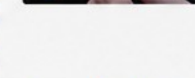
Trouble Shoot & Resolve



Showrooming



myAT&T Discover Targeted Use Cases



Meaningful Customer Discovery



Additional features: Review and Ratings, Product Comparison, Data Plans, Favorites, History, Chat

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Fulfillment + commerce platforms

PRODUCT IMPACT

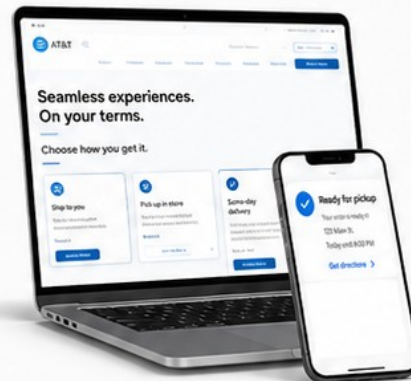
1 Extended Aisle — Direct Fulfillment in OPUS

Unified the retail and virtual inventory pools and enabled customers to ship products directly to their doorstep while shopping in-store.



2 Digital Upgrades — 40K initiative

Led enhancements to att.com fulfillment messaging and UX improvements that contributed to 40K+ digital upgrades in one quarter.



3 Certified Pre-Owned Store

Created the certified pre-owned store on att.com. Delivered 5K+ activations and \$2M+ long-term value in the first 12 months, and introduced the first three-format punch-out SIM card.



4 Same-Day White-Glove Delivery by Enjoy

Created AT&T's first same-day delivery solution. Customers selected same-day or scheduled delivery 30% of the time in participating cities, and when offered these options customers transacted 20%+ more.



40K+

digital upgrades in one quarter

5K+

activations in the first 12 months

\$2M+

long-term value delivered in the first 12 months

30%

of customers selected same-day or scheduled delivery



AT&T

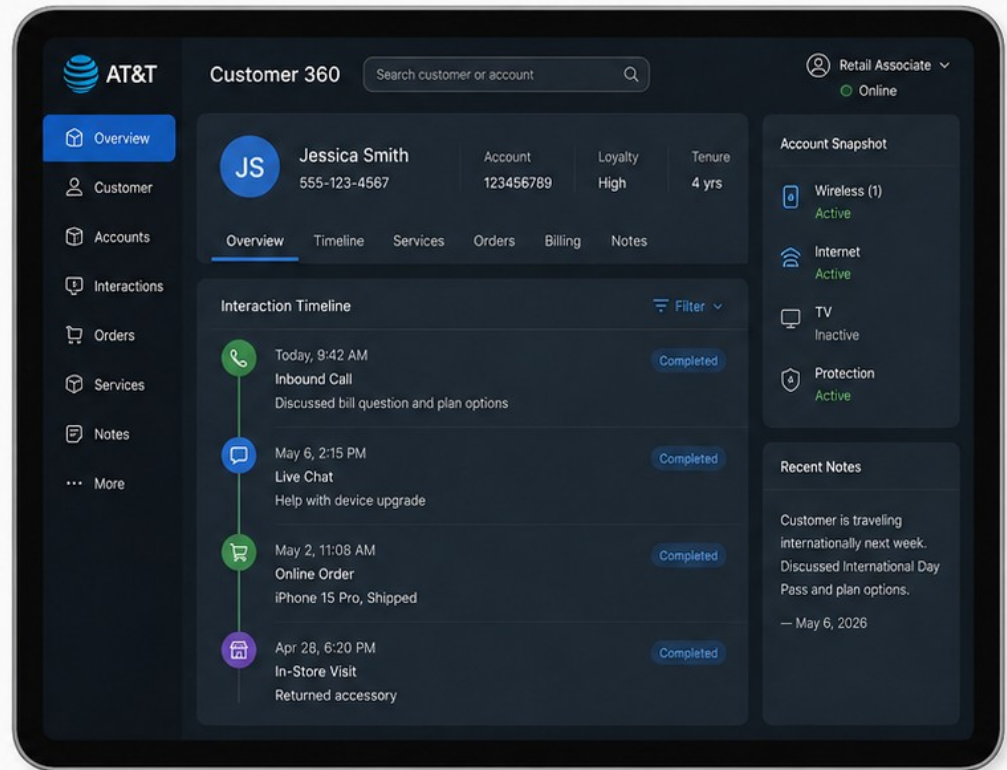
OPERATING SYSTEMS FOR CX

Customer experience platforms



Customer History & Interaction Log (CHIL)

Created a centralized repository of customer history and interactions so agents and customers could see the same information and communicate more effectively. Initial releases saved an estimated 31 seconds of average handle time and 4+ agent clicks for 45K frontline employees. Conservative estimates indicated \$3.2M in annual benefits and a 0.1 overall NPS improvement.



Charge for Fulfillment

Dynamic surcharge capability across fulfillment options; \$77M EBITDA three-year projection.



BOPIS Reservation Enhancements

Addressed the risk window between order and pick; targeted 272K affected retail orders representing 19% of retail order activity.



Gig Worker Fulfillment

Designed third-party last-mile routing using stores as shipping nodes; projected \$57M EBITDA, +34% take-rate and +22% conversion.

\$3.2M

ANNUAL BENEFITS
FROM CHIL

31s

AVERAGE HANDLE TIME
SAVED (PER INTERACTION)

45K

FRONTLINE EMPLOYEES
IMPACTED

\$77M

THREE-YEAR EBITDA
PROJECTION

\$57M

PROJECTED EBITDA FROM
GIG FULFILLMENT



AT&T

RECOGNITION

AWARDS AND EXECUTIVE RECOGNITION

- 01 | Multiple Mass Markets Connection Awards — 2022 - 2026
Product Design and Delivery
- 02 | TIP – The Innovation Platform Award — 2017
Retail Traffic Control concept
- 03 | Technology Development President's Award — 2017
Platform innovation and customer experience
- 04 | ATNO Conference Award by John Donovan — 2016
AT&T Discover App / AR prototype
- 05 | Wireless CEO Conference Award by Ralph de la Vega — 2015
Wireless digital channel leadership
- 06 | AT&T Mobility Digital Channel Velocity Award — 2014
Digital channel execution
- 07 | AT&T Summit Award — 2013
Mass-market product and channel impact

“

Repeated recognition for platform innovation, customer experience and digital product impact.



Founder-led. *Disruptor-built.*

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 end-to-end.

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.

Mind Lab Coaches — Founder

mindlabcoaches.com

Two-sided coaching marketplace spanning leadership, founder, career, creator, sports, language, wellbeing and education. Coaches connect their own calendar; clients book real slots and pay in-platform, with escrow release on sessions, series and packages.

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.

Additional ventures are in active construction, targeting disruption across the Fintech, Sports and Entertainment industries.

Ahead of the *industry*.

0 1

Omnichannel Strategy

The wireless industry's first true omnichannel operating model — Start Anywhere, Finish Anywhere across digital and retail.

0 2

Buy Online, Pickup In-Store

Trial-launched May 2013; national launch February 2014. Trial exceeded 20% of digital orders against a 12-15% target.

0 3

Same-Day & White-Glove Anywhere Delivery

The industry's first at-scale same-day delivery program. Customers chose it 30% of the time and transacted 20%+ more when offered.

0 4

Certified Pre-Owned Digital Store

First used/recycled device digital store on att.com, including the industry's first multi-format punch-out SIM. 5K+ activations, \$2M+ long-term value in 12 months.

0 5

First Tablet & Wearable Activation Portal

The industry's first digital activation portal for tablets and wearables, unlocking a new category of connected devices.

0 6

Customer Data Microservice for Personalization

Customer data microservice architecture for enterprise-wide personalization — 200+ new customer identity attributes added to the product identity graph.

0 7

att.com — Amazon Buyflow Integration

First direct integration between AT&T's website and Amazon's buyflow for device and accessory sales, 2017.

Selected work.

Flagship Consumer Application Roadmap

Constructed and prioritized the consumer product and feature roadmap for AT&T's new flagship application.

Launched March 2026

Customer Identity as a Product

Reset the customer identity data profile and shipped the first Identity Data Service — a unified graph of first- and third-party data.

200+ new attributes

Customer History & Interaction Log

Centralized customer history: ~31s average handle time saved, 4+ fewer agent clicks, for 45K frontline employees.

\$3.2M annual benefit

Fulfillment Modernization Strategy

Authored the fulfillment modernization strategy AT&T executes today across retail, digital and delivery.

Executing enterprise-wide

Gig Worker Fulfillment

Third-party last-mile routing using stores as shipping nodes — +34% take-rate, +22% conversion.

\$57M annual EBITDA

Charge for Fulfillment

Dynamic surcharge capability across all fulfillment options.

\$77M 3-yr EBITDA

RECOGNITION

2022 — 2026	Multiple Mass Markets Connection Awards
2017	TIP — The Innovation Platform Award · Technology Development President's Award
2016	ATNO Conference Award — John Donovan
2015	Wireless CEO Award — Ralph de la Vega
2013 — 2014	AT&T Summit Award · Digital Channel Velocity Award