

# Archer Thomas

📞 214-707-5708 | ✉️ jarcherthomas@yahoo.com | 🔗 linkedin.com/in/archer-thomas-26728320

## Executive Summary

Customer-centered product and platform leader with 26+ years at AT&T, specializing in customer identity, enterprise data products, omnichannel strategy, fulfillment platforms, and technology-enabled customer experience transformation. Known for translating complex operating problems into scalable product capabilities that unify data, simplify frontline execution, and deliver measurable business value.

## Core Capabilities

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|--------------------------------|---------------------------|-------------------------------------|
| • Customer Identity Management | • Product Management      | • Enterprise Data Services          |
| • Omnichannel Strategy         | • Customer Data Platforms | • Customer Graph Strategy           |
| • Customer Experience Design   | • Go-To-Market Operations | • Fulfillment & Commerce Platforms  |
| • Digital Marketplace          | • Emerging Technologies   | • Business Relationship Development |

## Experience

### AT&T Inc. – Director, Customer Identity Management as a Product

April 2025 – Present

- Lead customer identity management product strategy across profile, graph, enterprise data services, and customer-data access capabilities.
- Reset and redesigned the Customer Identity data profile into a modern construct that collects 150+ new customer data attributes and continues to scale.
- Proposed and created the first Identity Data Service, aggregating customer data from first- and third-party data sources and harmonizing it into a single customer graph.
- Introduced a custom query feature that gives enterprise applications and platforms access to harmonized customer data without new development cycles or Product Increment dependency.
- Created enterprise Converged Product Indicators, enabling sales channels to see a predispositioned view of a customer's product set(s) at contact.

April 2023 – April 2025

### AT&T Inc. – Director CX Strategy, Broadband and Converged Product

Led a team of Customer Experience subject matter experts responsible for enforcing a proprietary AT&T framework to ensure consistency, quality, and customer advocacy across AT&T's experiences. Ensured products within the broadband roadmap were delivered with maximized value for AT&T customers; reviewed customer-facing technologies, operations, communications, and employee interactions to prevent experience gaps. In 2023, the team ensured optimized customer experiences for 30+ strategic initiatives within AT&T's broadband portfolio.

July 2022 – April 2023

### AT&T Inc. – Director, Omnichannel CX Strategy

- Led CX Strategists responsible for omnichannel design and advocacy across AT&T wireless and broadband product experiences, ensuring cross-channel product roadmaps were delivered with quality and customer focus.
- Led the team that developed and launched the Customer History & Interaction Log, improving communication and issue-resolution efficiency for 45K frontline employees; initial releases saved an estimated 31 seconds of average handle time and 4+ agent clicks.
- Led CX Go-To-Market managers responsible for ensuring major wireless and broadband initiatives adhered to the AT&T CX standards framework prior to delivery.

Jan. 2021 – July 2022

### AT&T Inc. – Director of Operations, Omnichannel & Fulfillment

- Led firm-wide omnichannel and fulfillment strategy, including capabilities and roadmap ownership.
- Led cross-functional teams across business, global supply chain, operations, legal, and finance to drive critical systems enhancements, strategic vendor partnerships, consultant workstreams, and strategic alignment.
- Delivered officer-level strategic updates, developed business plans, led test-and-learn strategies, and managed consultant teams for project execution and market research.

Feb. 2014 – Dec. 2020

### AT&T Inc. – Associate Director, Emerging Digital Programs, Omnichannel

Strategy and product pioneer for AT&T Omnichannel, Order Management, and Fulfillment capabilities including Same-Day Delivery, Buy Online—Pick up in Store, Appointment Scheduling, mobile device, wearables, and IoT activation portals.

- Product and Strategy Leader for AT&T Digital Order Management platform; 2020 benefits contribution projected over \$530K in cost avoidance and approximately 250K in customer contact avoidance.
- Proposed and launched the first eCom-driven Same-Day Delivery service in the market, a profit-generating fulfillment option launched nationwide across att.com, call centers, and retail channels.
- Launched self-service activation application for device swap that replaced call center and retail operations, producing \$165K in operational cost savings over approximately 60 days.

- Launched online product capability for certified pre-owned mobile devices, resulting in 5K+ new wireless subscriber activations and \$2M+ long-term value within the first 12 months.
- Led an Internet of Things device activation application that produced more than 120K transactions in Q2 2017 and broadened AT&T partnership activations for third-party IoT devices, including vehicles, wearables, and medical devices.
- Recognized for retail prototype Augmented Reality and self-service application design, resulting in AT&T's Advanced Technology and Network Organization award recognition.

**June 2011 – Feb. 2014**

#### **AT&T Inc. – Lead eCommerce Manager, Omnichannel Programs**

- Authored the initial Omnichannel Strategy and capability roadmap for AT&T.
- Proposed capabilities including Buy Online—Pick up in Store, Digital Appointment Scheduler, Cross-Channel Order Management, Cross-Channel Cart Retrieval, and Omnichannel Mobile functions, with end-to-end delivery as Product Owner.

**Sept. 2001 – June 2011**

#### **AT&T Inc. – Earlier Leadership Roles**

Lead Manager, Sale Performance & Execution; Sr. Manager, Business & Consumer Prospect Marketing; Sr. Manager, Call Center Operations and Product Promotions; Sr. Manager, Sales Operations.

## **Education & Certifications**

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**University of North Texas, Denton, Texas — Bachelor, Applied Arts and Sciences**

**1991 – 1995**

SAFe Agile Product Manager 4.5 Certification | SAFe Agile Product Manager 6.0 Training Complete — March 2024

## **Top Awards**

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- Multiple Mass Markets Connection Awards, 2022 – 2026, for Product Design and Delivery.
- 2017 President's Technology and Development Award for strategy, program design, and technology delivery of AT&T's industry-first Same-Day Delivery service and omnichannel-leading capabilities.
- 2016 AT&T TIP Award winner for Augmented Reality customer sales and support mobile application addressing wireless device activation, broadband troubleshoot-and-resolve, connected vehicle activation, and IoT activation use cases.
- 2016 Advanced Technology and Network Organization award recognition for retail prototype Augmented Reality and self-service application design.
- 2015 Wireless CEO Kick-off Award for innovative retail solutions design incorporating geofencing capability into retail point-of-sale omnichannel solutions.
- 2014 AT&T Summit Award for recognition as a top Digital Channel contributor for delivery of omnichannel capabilities.

# Entrepreneurial Ventures

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Archer Thomas | [archer-thomas.com](http://archer-thomas.com) | [linkedin.com/in/archer-thomas-26728320](https://linkedin.com/in/archer-thomas-26728320)

## **Emergent Mind Lab Incubator LLC — Founder**

[emergentmindlab.com](http://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](http://mindlabcoaches.com)

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

## **OfferHound — Founder**

[offer-hound.com](http://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](http://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.