

DARIN ARCHER

Builds businesses where physical operations meet digital intelligence.

Columbus, Ohio • darin@montanalife.com • linkedin.com/in/darinarcher • darinarcher.com

SHORT BIO (40–60 WORDS)

Darin Archer builds businesses where physical operations meet digital intelligence. He ran IoT at Intel on strict unit economics, revived a nearly \$400M portfolio at IBM, helped create a product category at Adobe, and operated inside Gap Inc. As Yottaa's Chief Product Officer he wound down a physical network and rebuilt the product around AI. Columbus, Ohio, by choice.

MEDIUM BIO (120–150 WORDS)

Darin Archer builds businesses that put digital intelligence to work inside physical operations. Most recently, as Chief Product Officer at Yottaa through May 2026, he inherited a decade-old product running on its own physical network, owned the product vision for moving off it, and wound the network down while rebuilding the product around AI.

The pattern runs back 25 years. At Intel he held IoT bets to device-fleet unit economics. At IBM he revived a nearly \$400 million commerce portfolio, fixing its economics and returning signings to growth. At Adobe he helped create a product category; at Elastic Path he helped raise a \$32 million Series B as CMO, later becoming Chief Strategy Officer. He operated inside Gap Inc., a \$16 billion enterprise, driving personalization at scale, after eight years at Accenture and an operator turn in insurance software. Columbus, Ohio. The whole record is at darinarcher.com/my_work.

LONG BIO (250–300 WORDS)

Darin Archer has spent 25 years building businesses at the seam of physical operations and digital intelligence, going back and forth between vendor and operations roles: builder, buyer, operator.

Most recently, as Chief Product Officer at Yottaa through May 2026, he reinvented a decade-old web performance company: he inherited a physical network with real data centers, owned the product vision for moving off it, and wound the network down while rebuilding the product around AI, cutting infrastructure cost per pageview an estimated 60 to 70 percent. At Intel he took IoT products to market for retail and consumer-goods operations, holding every bet to device-fleet unit economics. At IBM he revived the Watson Commerce portfolio, nearly \$400 million across commerce, merchandising, and analytics, fixing its economics and shipping the platform's most disruptive release in its modern history. At Adobe he helped create the experience-driven commerce category, and his team turned adobe.com into a direct sales juggernaut. At Elastic Path he helped raise a \$32 million Series B in his first months as CMO, later becoming Chief Strategy Officer while helping popularize headless commerce.

He has sat on the buyer's side too: inside Gap Inc., a \$16 billion enterprise, driving personalization at scale, and earlier at insurance software provider ISCS, where as the first outside executive he changed the company's trajectory; Guidewire acquired ISCS six years later for \$160 million. He began with eight years at Accenture, where the hardest program of his career was rescuing an eleven-thousand-day build: a quote-to-order system serving more than 100,000 manufacturing customers. It is where he learned to test every claim against reality before shipping.

The whole career is documented, sources linked, at darinarcher.com/my_work. Darin holds a B.S. from the University of Montana, lives in Columbus, Ohio, and still dreams of fly fishing the Bitterroot when not on Zoom.

Press headshots (web and print resolution, including photo credits) are available at darinarcher.com/bio.