

Second Quarter 2025

Here We Grow Again!

We at Thatch are happy to announce the promotion of Luc Cole to Chief Executive Officer and Nick Thatcher to Vice President.

“Luc and Nick are deeply rooted in Thatch’s culture and mission. They’ve earned the trust of our team and our clients by leading with integrity, vision, and results,” said retiring CEO Scott. “Their leadership will drive the next chapter of Thatch’s evolution while staying true to the values we’ve built since day one.”

“Thatch was built on the belief that technology should be human, reliable, and empowering,” said Cole. “That vision started more than two decades ago and continues to guide everything we do. As we enter this next chapter under a renewed brand and bold new position—Where Technology Meets Trust—I’m honored to lead this exceptional team. We’ll keep doing what we’ve always done best: earning our clients’ trust by delivering service that’s smart, responsive, and deeply personal.”



The Thatch team enjoyed a fun afternoon of kickball and grilling together!

AI and Scams: What Businesses Need to Watch For

AI is transforming business at lightning speed, but not just in good ways. Alongside automation and content generation, scammers are using AI to create convincing emails, fake voices, and realistic personas to run targeted fraud at scale. These scams don’t always look suspicious. They can show up as fake vendors, impersonated executives, or even AI-generated job applicants. When synthetic content looks real, spotting the difference becomes harder and more dangerous. The solution isn’t just more software. It’s mindset. Teams need to stay sharp, retrain on what modern fraud looks like, and double-check even familiar-looking communications. AI makes stealing data easier, so the best defense is catching the scam before it starts.

AI is powerful. But if we ignore the risks, we’re making it even more powerful for all the wrong people.