

David Marchenko

davidmarchenko49@gmail.com | (203)-540-8075 | San Francisco, CA | dmarchenko.com

WORK EXPERIENCE

Founding Product Lead, AI Experiences | Electronic Arts | Jan 2024- Present

Leading an internal R&D org focused on the intersection of generative AI and persistent world context.

- **Organizational Leadership:** Established a new AI-native product org, leading a lean squad of 3 PMs, 1 Design Engineer, and 1 Lead Product Designer. Managed cross-functional delivery with 20+ engineers across iOS (Swift/Metal), Backend (Go), and DevOps, balancing leadership with high-output IC contributions to the codebase.
- **System Architecture (Project AIR):** Shipped the foundational architecture for an autonomous world simulation. Built a decentralized Agent SDK where NPCs possess independent agency and long-term memory, moving beyond scripted triggers to a persistent World-State model grounded in a centralized Knowledge Graph.
- **Inference & Generative Media:** Leveraged Fal for low-latency hosting and rapid experimentation with state-of-the-art models (e.g. Nano Banana Pro) and open-source variants.
- **Technical Agency & Tooling:** High-velocity builder using Claude Code to maintain a CLI-first development cycle; personally authored Swift frontend and integrated MCP servers to enable secure, bi-directional data flow between agents and local/cloud sources.
- **Evals & Tokenomics:** Developed a rigorous evals framework using LLM-as-a-Judge architectures to mitigate agentic drift. Optimized unit economics by implementing a multi-tier inference strategy, routing tasks based on the trade-off between inference cost and user-perceived "magic" moments.
- **Strategic Pivot:** Maintained roadmap velocity through a complex acquisition period; pivoted focus toward portable, modular agentic frameworks.

Senior Associate, Strategy | Electronic Arts | Dec 2022 – Dec 2023

Supported studio leadership in navigating high-stakes investments and the long-term evolution of the entertainment/gaming industry in the year following the release of ChatGPT and Stable Diffusion.

- **Disney/Marvel Partnership:** Collaborated on the \$300M+ go-to-market strategy for a Black Panther title, balancing creative IP requirements with sustainable business models.
- **Strategic M&A:** Conducted deep-dive financial and strategic analysis on \$1B+ acquisition targets in the creative tech space, helping EA identify emerging shifts in consumer behavior.

Analyst, Business Strategy | The Walt Disney Company | Jun 2022 – Dec 2022

Analyzed the shifting landscape of theatrical and digital distribution during a period of massive industry transition.

- **Distribution Strategy:** Investigated the impact of surge pricing and variable content windows on theater attendance and Disney+ retention.

Intern, Business Strategy | Warner Bros. Pictures | Sep 2021 – May 2022

Assisted in the domestic rollout of major theatrical releases, learning the mechanics of large-scale entertainment.

- **Box Office Execution:** Analyzed release data for The Batman, Dune, and Elvis, helping the team maximize domestic reach and optimize screen allocations.

EDUCATION

Penn State University | University Park, PA | Aug 2017 – May 2022

- BS in Data Science & BS in Finance with a concentration in applying ML to Entertainment Industry
- Frequently return as a guest lecturer to talk about the future of AI's impact on media & entertainment

ADDITIONAL INFORMATION

- **Product:** AI/UX Design, Agentic Frameworks, Evals, RAG/Knowledge Graphs, Consumer Social Strategy, Narrative Lore Systems
- **Technical Agency:** LLM Wizardry 😊 - there are lots of learnings from staying on top of the latest plugins, skills, etc. that come to the various agentic coding tools in the terminal.