

Josh Scherbenski

Fractional Head of Data & AI | Production Data Platforms, ML + Agentic AI Workflows

I help teams move from messy data + AI ambition to trusted metrics, scalable data platforms, and production ML/agentic systems—without the overhead of a full-time exec hire.

Highlights

- End-to-end production ML/AI shipped
- Data + AI/ML platforms built across multiple companies
- Experimentation & measurement (A/B testing, attribution, ROI)

What I do

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| 1. Data Platform & KPI Foundation Define metrics, build trust in reporting, and modernize pipelines so decisions are fast and defensible. | 2. ML + Agentic AI Delivery RAG/agents/summarization, personalization, evaluation harnesses, monitoring, and cost control—built to run in prod. |
| 3. Experimentation & Measurement A/B testing platforms, attribution/MMM, incrementality, and ROI measurement that drives smarter growth decisions. | 4. Leadership & Execution Roadmaps, prioritization, hiring/interviewing, vendor choices, and operating cadence across Product/Eng/Finance. |

Proof (selected case studies)

- **Dynamic Pricing ML (Zeus Living):** Automated a production dynamic-pricing system generating 2M+ prices/day, driving ~10% revenue lift for a \$100M+ business.
- **ML Scoring & Data Platform (Scale Venture Partners):** Built the data platform + ML scoring pipeline to review and score 110,000 companies weekly, improving qualification and decision throughput.
- **Agentic AI Evidence Workflows (Lemma Health):** Shipped HIPAA-compliant agentic workflows that aggregate multiple data sources and automate ingestion/summarization into structured outputs for evidence scoring and product decisions.
- **Experimentation Platforms (Glassdoor):** Designed and built job search + SEO A/B testing infrastructure from 0→1, supporting statistically sound tests across millions of users and high-volume behavioral event data.
- **Marketing Attribution + MMM (Glassdoor, Hemlane, Zeus Living):** Implemented measurement systems that improved budget allocation and reduced acquisition costs by ~25–50%.
- **LLM RAG Insights System (Scale Venture Partners):** Implemented and evaluated a retrieval-augmented generation (RAG) insights workflow to improve research/decision support quality and usability.

Ways to work together

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| Option 1: Fractional Head of Data & AI \$200/hr 1–3 days/week min 8 week retainer <ul style="list-style-type: none">• Strategy & Roadmap• Metrics, KPIs & Decision Cadence• Platform & Reliability (SLAs)• ML/AI Enablement• Team & Execution | Option 2: Fixed-scope Build (Project) \$300/hr 2–8 week sprints milestone-based delivery <ul style="list-style-type: none">• LLM RAG or LLM Evaluation in Production• Agentic Workflow Automation• ML Model + MLOps Productionization• Experimentation Platform (A/B Testing) Setup• Marketing Measurement System/Attribution Modeling |
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Book a 15-minute fit check: joshscherbenski.com
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