

# JOHNDAVID WHALEN

Creative Strategy & AI Consultant | Cultural Futurist | Former U.S. Naval Officer  
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**\*U.S. and EU open travel access | Available for constant international travel**

Creative strategist and AI systems consultant working at the intersection of technology, culture, and design. Advises founders, investors, and organizations on AI-enabled workflows, narrative strategy, and experiential systems design. Builds frameworks that translate emerging technology into cultural and creative value, with applied experience across real estate, media, and product and creative development.

## POSITION INTEREST

Seeking senior engagements in AI strategy, creative direction, and cultural or real estate innovation: consulting mandates, fractional leadership, and advisory roles serving founders, investors, and development teams. Based in Lisbon with unrestricted mobility between the U.S. and EU. Built for multi-market work: on site anywhere, on short notice, for as long as the engagement demands.

## CORE DISCIPLINES

AI Strategy & Systems Design · Creative Direction · Storytelling & Narrative Design · Cultural & Urban Strategy · Experiential Design · Entrepreneurship · Leadership · Investment Positioning · Applied Real Estate Development

## SELECTED EXPERIENCE

**eXp Realty Portugal** | Real Estate Strategist 2026–Present

Designs AI-enabled workflows and technology infrastructure for real estate professionals, applying systems thinking and automation strategy to agent operations and client acquisition in the Lisbon market.

**SYF Consulting LLC** | Cultural Strategist & Futurist 2021–Present

Advises founders, investors, and development teams on cultural strategy, experiential design, and AI-enabled positioning for emerging ventures and urban transformation projects.

**Whalen REI** | Founder & Investor 2001–Present

Directs a private family office portfolio, applying long-term strategic asset allocation and value creation principles across domestic and international markets. Portfolio value increased more than 400% over the past decade. Led creative direction, brand strategy, and experiential technology integration for residential and commercial design projects.

**Agile Modularity** | Co-Founder, Director of Development 2020–2022

Directed creative and systems development for modular medical and housing concepts, including negative pressure containment systems and scalable transitional housing solutions.

**Film & Entertainment Industry** | Producer & Actor 2005–2012

Worked across production strategy, creative development, and narrative storytelling. Acting credits include *Casino Jack* and *First Man*.

**United States Navy** | Lieutenant 2000–2005

Surface Warfare Officer, Force Protection Officer, and METOC/Oceanographer responsible for navigation, engineering oversight, operational leadership, and intelligence coordination. Held TS/SCI security clearance.

## TECHNOLOGY & AI

AI workflow development for creative, advisory, and real estate practices · Prompt systems and automation design · Digital communication infrastructure · Full-stack web development foundations · Technology-enabled client acquisition · Operational systems integration

## EDUCATION & CERTIFICATIONS

**United States Naval Academy** | B.S., Oceanography (Chemical & Physical)

**U.S. Naval War College**

**Miami Ad School** | Brand Strategy

**Antioch University** | Full Stack Web Development

**Certified Auxiliary Steam Engineer** | U.S. Navy