



## Alexandro Wibowo

Architect of AVO · Founder, AvonetiQ

# Search didn't die. It changed **who gets seen.**

Give your audience the clear version. I speak and collaborate as a guest expert on how AI visibility actually works — and since AI search arrived, there's been real confusion, plus a lot of confident misinformation, about how AI "uses" SEO to decide who gets recommended. I cut through it.

### WHO THIS IS FOR

## The right room. Not every room.

This message matters most to the people who own a brand's visibility: **marketers, founders, agency leaders, and the teams deciding how their brand shows up in the AI era.**

I'm looking to collaborate with events that take the subject seriously — a curious, senior audience and a credible stage. If your room is hungry for how this actually works, we'll get along.

Marketers · Founders · Agencies

A credible stage

Depth over hype

### — WHAT I COVER

## One topic, taught properly: *how AI decides which brands to recommend.*

- The truth about SEO and AI — what still matters, what doesn't, and the myths in between
- Why AI recommends some brands and quietly ignores others
- What changes now that answers replace links — and what to do about it

FORMATS [Keynote](#) · [Fireside](#) · [Panel](#) · [Workshop](#) · LANGUAGES [English](#) / [Bahasa Indonesia](#)

*Education-first and vendor-neutral — a real talk, not a product demo.*

### — WHY LISTEN TO ME

- ◆ **Architect of AVO** — Authority and Visibility Optimization, a published, open methodology (Zenodo, CC BY 4.0) for brand visibility in the AI era
- ◆ **Keynote Speaker, IDMC 2026** — Indonesia's largest digital marketing conference, ICE BSD (5,000+ attendees)
- ◆ **Cited in Kotler's *Essentials of Modern Marketing*** — Indonesia edition
- ◆ **Founder, AvonetiQ** — Indonesia's first Digital Authority Firm · former **COO, Sribu**
- ◆ **Author** — the forthcoming book *OMG! How to Make AI Choose Your Brand* (2026)

If that sounds like your event, **let's talk.**

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— SPEAKING — SELECTED STAGES

**IDMC 2026 — Keynote Speaker**

Indonesia Digital Marketing Conference · ICE BSD

**Grow Digital**

Speaker & Moderator · 2025

**Asia Retail & eCommerce Innovation Summit**

Panelist · 2024

**Fullstory × Ogilvy One, Singapore**

Behavioral Analytics Workshop

**U.S. Business for Indonesia**

Creative Economy Forum · Speaker · 2025

**Exabyte Marketing Fest**

Speaker & Moderator · 2022–2023

**Sribufest**

Speaker · 2024–2025

**Kompas Institute**

Resource Speaker

**ALSO ON AIR** MetroTV · BeritaSatu Corporate Insight · JakTV · Kick Andy Goes to Campus · Mekari Power Your Growth · Marketing Talks

— FORMATS & LOGISTICS

FORMATS

**Keynote** (25–45 min) · Fireside · Panel · Moderation · **Workshop** (60–120 min)

LANGUAGES

Delivered natively in **English** and **Bahasa Indonesia**

BASED IN · TRAVELS FROM

Jakarta · available across **SE Asia & APAC**, and internationally

— TOPICS — BEYOND THE KEYNOTE

AI Visibility & Brand Authority

Digital Marketing Strategy

Behavioral Analytics

Growth & eCommerce

Customer Experience

Entrepreneurship

— RECOGNITION

◆ **Marketeers Youth Choice Award** — Marketeers Magazine · 2025

◆ **MECA — Marketing Excellence & Creative Awards** · 2025

◆ **MIA Impact Circle — Stellar CxO** · Marketing Impact Awards · 2024

FEATURED IN

Kompas.com

Marketeers

SWA

Bisnis.com

Tech in Asia

— SIGNATURE TALK

KEYNOTE · 20–45 MIN · DELIVERED AT IDMC 2026

## How to Make AI Pick Your Brand

AI no longer hands people a list of links — it picks an answer. This keynote shows why AI recommends some brands and quietly ignores others, and gives the audience a clear, repeatable model for becoming the brand AI chooses. No jargon, no product pitch — just the mechanics of visibility in the answer-engine era.

- Why being invisible to AI is now an *existence problem*, not a ranking problem
- How AI decides which brands to trust, cite, and recommend
- The first moves to engineer authority once — and get cited everywhere