

“ AI is a child
and we need to educate it ”



Jason Barnard

Entrepreneur and CEO of Kalicube

Jason Barnard specializes in personal brand intelligence, giving business leaders control over how decision-makers perceive them on Google and AI when million-dollar decisions are at stake.

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JASON'S BIO

Jason Barnard is an entrepreneur, author, keynote speaker, and award-winning innovator. He's the CEO and founder of Kalicube, a premium Digital Branding Consultancy in France and the United States. Jason specialises in personal brand intelligence, giving business leaders control over how decision-makers perceive them on Google and AI when million-dollar decisions are at stake.

As CEO and founder of Kalicube, he gives business leaders unprecedented control over how they appear to decision-makers across Google, Bing, and AI.

Million-dollar decisions are made based on how Google and AI represent business leaders and entrepreneurs to the decision-makers. Jason ensures that digital brand representation opens doors to opportunities rather than quietly closing them. Through Kalicube's proprietary technology, Kalicube Pro - built on analysis of billions of data points drawn from Google and Microsoft since 2015 and now ChatGPT, Perplexity, and other AI - Jason ensures that when potential partners and investors search for an entrepreneur's name, they find a digital presence that opens doors to career-defining opportunities rather than quietly closing them.

Jason regularly contributes to media outlets such as Forbes and Entrepreneur, industry publications and academic journals. He is the bestselling author of The Fundamentals of Brand SERPs for Business and hosts the influential Fastlane Founders and Legacy podcast.

Jason is the world authority on digital brand intelligence and an entrepreneur who has founded and scaled multiple successful companies in entertainment, music, and technology.

As founder of UpToTen Ltd., Jason built a global children's entertainment powerhouse from the ground up.

Starting with uptoten.com, he created an innovative edutainment platform offering over 1,000 educational games, songs, and activities for children aged up to ten. The website's success was phenomenal, exceeding 60 million visits and one billion page views and ranking among the world's top 10,000 most visited websites in 2007.

The company expanded into television, producing a 52-episode series with ITV International that aired on Playhouse Disney, competing directly with industry giants PBS, Sony Entertainment, and the BBC. Jason lent his voice to a character in the TV series, a cartoon blue dog named Boowa.

As founder of WTPL Music, the company secured publishing deals and recording contracts with major international labels such as EMI and Warner. Through WTPL Music, Jason released four albums with his band, The Barking Dogs, proving his ability to turn creative ventures into sustainable businesses.

In 2012, Jason made a critical discovery, leading him to his work through Kalicube today. Despite building multiple successful companies and working with global brands, Google presented him as the voice of Boowa - the cartoon blue dog - long after he had sold the business.

This misrepresentation cost him hundreds of thousands of dollars in opportunities - but more importantly, it revealed a critical threat facing all entrepreneurs: algorithms are controlling their brand narratives at the most crucial moments, often undermining their current success with outdated or incorrect representations. Jason knows how to create digital brands that win business, secure futures and define legacies.

Jason is originally from Leeds and now lives in France. He is fully bilingual, speaking English and French, and has dual British-French nationality.





SPEAKER INTRODUCTION

Jason Barnard, an expert in digital marketing, believes machines are now the world's biggest influencers. The CEO of Kalicube believes most serial entrepreneurs are massively underestimating the risk of AI assistive engines giving out false information about them. He is joining now to explain why everyone should be taking control of their online brand presence and correcting mistakes before they become a huge problem.

CONFERENCE SPEAKER

Digital Marketing World Forum North America 2024

SEO Mastery Summit Saigon 2024

Digital Marketing Europe 2024 Conference

SEO Estonia 2024

Digital Marketing World Forum (DMWF) Global 2024

CONFERENCE TALK TITLES

- Your Brand is What Google and AI Say it is. This is How You Can Take Back Control
- Unlocking the VIP Pass for Your Brand - Your Knowledge Panel on Google and Microsoft Bing
- How You Can Easily Win the Personal Brand Goldrush on AI.
- Control how decision makers perceive you on Google and AI where opportunities are won or lost

TOPICS JASON CAN DISCUSS

- AI and Digital Marketing: Generating Leads with ChatGPT
- Digital Marketing in the New World of Search and Assistive Engines
- Knowledge Panels: Getting Google's VIP Pass for Your Brand
- Educating Algorithms: Teaching Google About Your Brand
- Brand SERP Optimization: Its Importance and How to Achieve It
- The Kalicube Process Has Solved Digital Marketing

CONTRIBUTING WRITER

Jason regularly contributes to media outlets such as Forbes and Entrepreneur, industry publications and academic journals. He is the bestselling author of The Fundamentals of Brand SERPs for Business and hosts the influential Fastlane Founders and Legacy podcast.

<p>Forbes</p>	<ul style="list-style-type: none"> • <u>Fixing Your Personal Brand When AI And Search Results Misrepresent You</u> • <u>Claim Your Space Online: The Power of A Middle Name For Branding</u> • <u>Website Domains: Finding The Right Fit For Your Personal Brand</u>
<p>Entrepreneur</p>	<ul style="list-style-type: none"> • <u>3 Keys to Managing Search Engine Results for Your Name</u>
<p>Search Engine Land</p>	<ul style="list-style-type: none"> • <u>How to become a recommended solution provider on Google entity lists</u> • <u>How to use the 'perfect click' to optimize for AI-assisted search results</u> • <u>How the Google leak confirms the significance of author and publisher entities in SEO</u>

AUTHOR OF THE FUNDAMENTALS OF BRAND SERPS FOR BUSINESS

- Comprehensive guide designed to help business owners and brand managers optimize their online presence.
- THE reference for forward-thinking marketing experts who want to use search to master brand and brand to master search.



NOTABLE PODCASTS JASON HAS APPEARED ON



Business Growth Talks
Mark Hayward

Mastering Digital Presence: Jason Barnard on Future-Proofing Your Brand in an AI-Driven World



Chasing the Insights
Vince Warnock

EP580 – Jason Barnard on taking control of your Personal Brand



Remarkable Marketing

Mastering Your Digital Presence: Jason Barnard's Guide to Elevating Your Personal Brand

Other Podcasts Featured On:

<https://jasonbarnard.com/digital-marketing/podcast/guest-appearances/>

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