

Jason Barnard

I make AI behave, and hand your audience the keys.

Keynote Speaker · Author · Inventor · Founder and CEO of Kalicube

Watch Jason's 1-minute sizzle reel: youtu.be/NeDpt8dBr1M

9.92 / 10
Audience rating, Entrepreneurs' Organization, Paris Chapter Retreat 2026

Main stage
Google Marketing Live 2026 (flagship event) + 12 keynotes in Google's "The Lab" series

73M
brands tracked, 25 billion data points

SHORT BIO (50 WORDS)

Jason Barnard makes AI behave. Founder and CEO of Kalicube, he has spent more than a decade working out how Google and AI understand people and businesses, and coined Answer Engine Optimization in 2017 and Assistive Agent Optimization in 2025. In 2026 he gave the main-stage keynote at Google Marketing Live, Google's flagship marketing event, and was rated 9.92 out of 10 by the Entrepreneurs' Organization.



"I've been a member of the Entrepreneurs' Organization for over 30 years, so I've heard a lot of talks... Jason's talk ranks near the very top, WAY up there, in terms of actionable insights that can truly drive business growth."

Brian Scudamore, 1-800-GOT-JUNK?

Six keynote talks, one promise: make AI behave



Strategy: what to change in the business

When Your Customer Is an AI Agent: How to Re-engineer Your Business to Win Sales and Grow Profit

You walk away with a plan to change how you sell and serve so the AI agents buying for your customers choose you.

For CEOs, COOs and boards

Marketing: being recommended

You Have an AI Sales Team Talking to Billions of People 24/7: Are They Selling for You or Your Competitors?

You walk away with the three fixes that get AI recommending you to buyers instead of your competitors.

For CMOs, marketing teams and business owners

Compliance: controlling what AI says

When AI Talks About You and You're Not in the Room: How Regulated Organizations Take Control of What AI Says

You walk away with a system to measure the accuracy of what AI tells people about your brand and products – and correct it – before it becomes a compliance problem.

For leaders and compliance teams in regulated industries

Philosophy: how to run the company

Obvious Adams in the AI Era: One Truth Your Team, Your AI and Your Customers' AI Can All Follow

You walk away with a one-page doctrine that runs your company simply on the inside, and that AI repeats to your customers on the outside.

For CEOs, founders and leadership teams

Your team: using AI well

Your Business Is Already Halfway to Effective AI Implementation: The Ten Stages

You walk away with where your team stands on the ten stages of AI use, and the one next step to climb.

For leadership teams and managers

Mindset: you and AI

Say Yes Anyway: Accept and Adapt, the Life Philosophy That Will Make AI Less Scary

You walk away with a simple way to stop fearing AI and start enjoying what it changes in your life.

For entrepreneurs, leadership teams and executive retreats



Every talk is a 30 to 60-minute keynote or a 15-minute executive briefing, and all can add a 120-minute practical workshop. Each is built around your audience. Full details at jasonbarnard.com/about-jason-barnard/speaking/

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"Jason's training was amazing about AI... The distinction with Jason is that he was precise, practical, pragmatic, to the point... We grade him 9.92 [out of 10], which is a difficult grade to get."

Gilberto Crombe, Entrepreneurs' Organization Global Chairman FY2015/2016

Full bio

Jason Barnard has lived four lives, and each one feeds the stage. He is the founder and CEO of Kalicube, the company behind Kalicube Pro, a platform that tracks 25 billion data points across 73 million brands to show how Google and AI engines understand, trust and recommend people and businesses.

His first life was music. As a punk musician he shared stages with Henry Rollins, The Pogues and Bob Dylan, and released four albums with his band, The Barking Dogs, through his own company, WTPL Music, which secured deals with EMI and Warner Chappell.

His second was children's entertainment. With UpToTen, he built an edutainment website of more than 1,000 games, songs and activities that passed 60 million visits and drew a billion page views in a single year, ranking among the world's 10,000 most visited sites in 2007. The company then produced a 52-episode television series with ITV that aired on Playhouse Disney, in which Jason was the voice of Boowa, a cartoon blue dog.

His third began in 2012, when he noticed that Google still introduced him as the voice of a cartoon dog, years after he had sold the business. Working out why led him to coin Brand SERP in 2012 and Answer Engine Optimization in 2017, and to build Kalicube. Today he defines how businesses prepare for a world where AI agents are their best clients, with Assistive Agent Optimization (2025) and AI-Era Business Engineering (2026), backed by 17 INPI patent filings. He gets there by observing, deducing and testing – imagine Charles Darwin, Sherlock Holmes and Thomas Edison rolled into one, figuring out how to make AI behave… with Steve Martin at the wheel.

His fourth is the stage you're thinking of booking him for: in 2026, the main-stage keynote at Google Marketing Live Southeast Asia, Google's flagship marketing event, for 500-plus marketers from Google's biggest clients, and 12 more keynotes in Google Marketing Live's The Lab; a 9.92 out of 10 rating from the Entrepreneurs' Organization Paris Chapter Retreat 2026, and Digital Marketing Europe, Digital Marketing World Forum (North America and Global), SEO Mastery Summit Saigon, BrightonSEO, PubCon, SEMrush Live Prague and SMX Next.

He writes for Search Engine Land, Search Engine Journal, Forbes, Entrepreneur and Rolling Stone. Born in Leeds and living in the south of France, he speaks English and French and holds British and French nationality.

Performer's instinct. Entertainer's warmth. And everybody leaves with something concrete to act on.



SUGGESTED INTRODUCTION FOR JASON BARNARD

Our next speaker has been a punk musician, the voice of a cartoon dog on Disney, and the man who coined Answer Engine Optimization in 2017 and Assistive Agent Optimization in 2025. Today his company tracks how AI describes 73 million brands, and this year he gave the main-stage keynote at Google Marketing Live. He's here to make AI behave. Please welcome Jason Barnard.

Credentials and press

ON STAGE

- Google Marketing Live 2026: main stage + 12 Lab keynotes
- Rated 9.92 / 10, Entrepreneurs' Organization Paris Chapter Retreat 2026
- Digital Marketing Europe
- Digital Marketing World Forum, North America and Global
- SEO Mastery Summit Saigon
- BrightonSEO
- PubCon
- SEMrush Live Prague
- SMX Next

COINED

- Brand SERP (2012)
- Answer Engine Optimization (2017)
- AI Assistive Engine Optimization (2024)
- Assistive Agent Optimization (2025)
- AI-Era Business Engineering (2026)

RESEARCH AND PATENTS

- Peer-reviewed paper, Journal of Digital & Social Media Marketing
- Peer-reviewed paper, Journal of AI, Robotics and Workplace Automation
- 17 INPI patent filings

ENTREPRENEUR

- Founder and CEO: Kalicube (2015), UpToTen Ltd (2000), WTPL Music (1991)
- Board member, Entrepreneurs' Organization

WRITES FOR

- Search Engine Land
- Search Engine Journal
- Forbes
- Entrepreneur
- Rolling Stone

FEATURED IN

- Sky News
- USA Today
- The Next Web
- Entrepreneur
- Entrepreneurs on Fire (other guests include Tony Robbins, Barbara Corcoran and Gary Vaynerchuk)

BOOKS

- The Fundamentals of Brand SERPs for Business
- Your Instruction Manual for Google Knowledge Panels
- Entrepreneurs Winning the Game in Google & AI

PLATFORM

Jason built Kalicube Pro, the leading platform for Assistive Agent Optimization and AI-Era Business Engineering, which tracks 25 billion data points across 73 million brands, collected since 2015.

WORKED WITH

Disney, ITV Studios, Samsung, EMI, Warner Chappell Music, Google, Danone, yoast, ahrefs, SEMRUSH, NTT



Photos

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Fees depend on the event, the format and the location. Tell us about your event and we'll send a quote. Talks in English, or French on request, worldwide, in person or online.