JASON AI WADE · BACKTIER

MEDIA KIT · 02 / 08

jason wade · singer

jason t wade

jasonwade.com

lake wales, fl

backtier

ai visibility podcast

RESOLVED ENTITY

rollins college jason a. wade

back-tier (storage)

Jason AI Wade

FIG. 02 · MANY SIGNALS, ONE ENTITY

MEDIA

KIT

Founder Bio AI VISIBILITY ARCHITECTURE · ENTITY LOCK PROTOCOL™ · AGENTIC VISIBILITY PATH™

Jason AI Wade Founder of BackTier · Author · Podcast Host Writing, research, and work on how AI finds and understands us.

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MEDIA KIT: FOUNDER BIO

JASON AI WADE · 02 / 08

§ 01 · SHORT BIO

Founder Bio, Short Media ready

Jason AI Wade is the founder of BackTier and an AI visibility researcher. He created AI Visibility Architecture, the Entity Lock Protocol™, the BackTier Visibility Path™ (Citation → Inclusion → Selection), and the Agentic Visibility Path™. He is the author of AI Visibility: How to Win in the Age of Search, Chat & Smart Customers and host of the AI Visibility Podcast. His work focuses on entity resolution, machine understanding, citation, selection, and agentic commerce. A central part of that work is the “Jason Wade problem”: because Jason Wade is a common name, AI systems can merge him with unrelated people and produce incorrect identities, careers, locations, or accomplishments. His ongoing “Jason AI” experiment tests whether a distinctive, machine-legible identity can improve how AI systems resolve, describe, cite, and recommend a real person.
ONE-LINE VERSION

Jason AI Wade is the founder of BackTier and an AI visibility architect who studies how AI systems find, understand, and choose people and businesses.

NAME AND LINKS APPROVED HEADSHOT

JASONWADE.COM · BACKTIER.COM

Please credit as Jason AI Wade. Links: jasonwade.com and backtier.com. Full-resolution headshot available on request.

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MEDIA KIT: FOUNDER BIO

JASON AI WADE · 02 / 08

§ 02 · LONG BIO

Founder Bio, Long Background for interviews and features Jason AI Wade is the founder of BackTier, an agentic AI strategy and architecture firm in Central Florida, and an AI visibility researcher. His work centers on one question: how do AI systems decide which person, company, or product they are describing, and what determines whether that entity is then cited, included, selected, and acted upon? He created AI Visibility Architecture, the Entity Lock Protocol™, the BackTier Visibility Path™ (Citation → Inclusion → Selection), and its commerce-era extension, the Agentic Visibility Path™, which adds Transaction for a market in which AI agents research, choose, and buy on a person’s behalf. Before BackTier, Wade spent more than two decades operating inside the systems he now studies. From 2003 to 2017 he built and managed a multi-channel ecommerce business across Amazon, eBay, and direct-toconsumer channels, leading a ten-person team. He then founded Independent Ecommerce Venture, a Ring and Google Nest smart home ecommerce and installation business, and grew it to $700,000 in annual revenue on the back of technical SEO, structured data, and voice-assistant search. He has run the stores, bought the ads, and ranked the pages, which is why his frameworks read as field documentation rather than theory. Raised in Lake Wales, he attended the University of Florida and graduated from Rollins College in Winter Park. “Jason Wade” is a common name. Ask an AI system about him and it may describe someone else entirely. In BackTier’s own October 2026 measurement,

six of eight AI answers about him described another identity another identity. That failure is not an anecdote for him. It is the problem his work addresses. In 2026 he began petitioning the court to change his legal middle name to “AI,” a public experiment in whether a distinctive, machine-legible name measurably improves how AI systems resolve, describe, and cite a real person, run against documented baselines with the failures on the record alongside any gains. He is the author of AI Visibility: How to Win in the Age of Search, Chat & Smart Customers (August 2025) and Content and AI Visibility (2025), and is writing The End of Checkout, an examination of how AI agents, machine-readable commerce, identity infrastructure, payments, and fulfillment could transform buying by 2030. He publishes a numbered research series at JasonWade.com and hosts the AI Visibility Podcast, a longform show recorded in downtown Lake Wales that treats AI’s effect on business, trust, and decision-making as a public laboratory. He also founded LRSVC, a Florida venture capital firm backing AI-native companies, and Lake Wales Guide, a local publishing environment where entity, retrieval, schema, and citation ideas are applied and tested. His work rests on a plain observation: Before AI can recommend you, it has to know who you are. Disclosure: Jason AI Wade holds ownership or a commercial interest in BackTier, LRSVC, the AI Visibility Podcast, and Lake Wales Guide.

§ 03 · SPEAKER BIO

Speaker Bio Jason AI Wade is the founder of BackTier and an AI visibility researcher who studies how AI systems find, understand, and choose people and businesses. His talks start from a shift most businesses have not priced in yet: search engines ranked pages, but AI systems resolve entities. Before an assistant can recommend a firm, cite an expert, or complete a purchase, it has to decide who it is talking about and whether the evidence can be trusted. His frameworks, including the Entity Lock Protocol™ and the Agentic Visibility Path™ (Citation → Inclusion → Selection → Transaction), map that process from first mention to machine-completed sale. He brings more than twenty years of operating experience in ecommerce, marketplaces, search, and advertising, and a live case study: his own name, which AI systems routinely confuse with other Jason Wades. He is the author of AI Visibility and host of the AI Visibility Podcast. His talks leave audiences with one question:

What does AI believe about you, and where did it learn it?

§ 04 · EMCEE INTRODUCTION

Emcee Introduction Live introduction, about 45 seconds

Please welcome Jason AI Wade, founder of BackTier and host of the AI Visibility Podcast. Jason studies how AI systems decide who you are before they decide whether to recommend you. He created the Entity Lock Protocol and the Agentic Visibility Path, and he is the author of AI Visibility: How to Win in the Age of Search, Chat and Smart Customers. He is also running an unusual experiment on himself. Because AI keeps confusing him with other men named Jason Wade, he has petitioned the court to make “AI” his legal middle name, and he publishes the results, good or bad. Please welcome Jason AI Wade.

PRONUNCIATION

“Jason A-I Wade.” Say the letters: A, I.