SPEAKER ONE SHEET

Jason AI Wade FOUNDER OF BACKTIER · AI visibility researcher AUTHOR · HOST, AI VISIBILITY PODCAST

Writing, research, and work on how AI finds and understands us.

“Search ranked pages. AI selects entities.”

RESOLVED ENTITY

Jason AI Wade

SIGNATURE TALKS

ABOUT JASON

01 From Ranking to Resolution Why ranking in Google no longer means AI recommends you, and what replaces it.

02 The Jason Wade Problem What happens when AI can’t tell who you are, told through a live experiment on his own name.

03 The End of Checkout Citation, inclusion, selection, transaction: how AI agents will research, choose, and buy.

Jason AI Wade is the founder of BackTier, an agentic AI strategy and architecture firm in Central Florida, and an AI visibility architect. He studies how AI systems decide who a person or business is before deciding whether to cite, recommend, or buy from them. He created the Entity Lock Protocol™, the BackTier Visibility Path™, and the Agentic Visibility Path™, and wrote AI Visibility: How to Win in the Age of Search, Chat & Smart Customers. Before BackTier he spent more than twenty years running ecommerce, marketplace, search, and advertising businesses. He hosts the AI Visibility Podcast and is writing The End of Checkout. CITATION

04 Fluent Isn’t Smart

INCLUSION

SELECTION

TRANSACTION

The Lisa Latte Effect: using AI without mistaking its fluency for your own expertise.

AUDIENCE TAKEAWAYS

FOR LEADERS WHO ARE

→ Why ranking in Google doesn’t mean AI recommends you

→ running a firm whose clients now ask ChatGPT before they call

→ The four reasons AI leaves a business out of its answer

→ ranking in Google but missing from AI answers

→ How to check what AI believes about you, and where it learned it

→ being confused with a similarly named person or company

→ How to measure AI visibility without trusting one screenshot

→ adopting AI and deciding what it can see, say, and do

→ What changes when agents, not people, complete the purchase

→ preparing for buyers who send agents instead of visiting

→ How to use AI without mistaking its fluency for your expertise

HEARD ON

FORMATS

BOOK JASON

Leadership in Law Podcast

→ Keynote

jason@jasontwade.com

“Entity Engineering for AI Visibility,” August 2026

→ Panel → Workshop → Podcast interview → Expert commentary

(321) 946-5569

Kalicube panel with Jason Barnard

On name ambiguity and how AI tells people apart AI Visibility Podcast guests include Dan McGaw, Will Hamblin, Violeta Shkreli, Christopher Panteli, Devon Vocke, and Nikhil Vimal.

CITATION

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INCLUSION

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SELECTION

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In person in Central Florida. Virtual anywhere.

TRANSACTION

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