

Fernando Angulo

Senior Market Research Manager at Semrush, an Adobe company

Fernando Angulo is a research-led AI search keynote speaker who turns changing discovery behavior into decisions marketing leaders can defend.

Funded, not free

Semrush funds Fernando's research and stage time, so there is no fee to the event. Engagements are selected on audience fit, not budget.

AUDIENCE

B2B CMOs and senior marketing teams

FORMATS

Keynotes, briefings, workshops, panels

LANGUAGES

English, Spanish, Russian



APPROVED SHORT BIO | 35 WORDS

Fernando Angulo is a market research leader who studies how people and AI systems discover, evaluate, and choose brands. He is Senior Market Research Manager at Semrush, an Adobe company, and a global keynote speaker.

Five signature talks

01 GEO Is the New Ranking: What AI Engines Actually Cite

Generative Engine Optimization adds a citation layer to search strategy while keeping proven SEO foundations in place.

AUDIENCE

B2B CMOs, VPs of Marketing, content leaders, senior search teams

FRAMEWORK

Entity, evidence, structure, distribution

ROOM VALUE

A shared prioritization model and a defensible first 90-day priority

02 The Zero-Click Economy: When Visibility Stops Looking Like Traffic

Traffic still matters, but sessions alone no longer describe the complete discovery journey.

AUDIENCE

CMOs, demand-generation leaders, analytics teams, in-house SEO leaders

FRAMEWORK

Discovery-to-outcome scorecard

ROOM VALUE

A broader reporting model connecting visibility, traffic, and business outcomes

03 Mentions vs. Citations: The Two AI Metrics Marketers Keep Confusing

Being named and being used as evidence are different wins. A blended score hides the decision.

AUDIENCE

Marketing executives, analytics, communications, and search leaders

FRAMEWORK

Two-signal model and named/cited decision matrix

ROOM VALUE

Board-ready language for reporting mentions and citations separately

From visibility to action

The framework is the practical bridge between the research and the next management decision.

04 How to Own a Topic in ChatGPT: Lessons from 50,000 Brands

Winning one prompt is not owning a topic. Consistency across representative buyer questions is the stronger signal.

AUDIENCE

Category leaders, brand teams, content executives, market-intelligence teams

FRAMEWORK

Five-prompt topic map and ownership threshold

ROOM VALUE

A repeatable way to separate isolated wins from topic-level visibility

05 When AI Agents Enter the Buying Journey

AI agents are entering parts of the journey, while people and organizational controls remain accountable.

AUDIENCE

Enterprise marketing, product, commerce, and digital-strategy leaders

FRAMEWORK

Discoverability, Parsability, Token Efficiency, Capability Signaling, Trust Signals

ROOM VALUE

A cross-functional readiness checklist and one clear first priority

DISTINCT OFFER

Original research by request

Original Research for the Decision Your Audience Is Facing is a scoped research service, not a sixth prewritten signature keynote. If the question is a fit and the necessary data can be used responsibly, the confirmed brief defines the platforms, market, sample, time window, deliverable, and evidence boundary before research begins.

AUDIENCE

Conference programmers, executive forums, leadership teams

FRAMEWORK

Decision brief, method, evidence boundary, next move

ROOM VALUE

A tailored briefing whose findings and limits support one defined decision

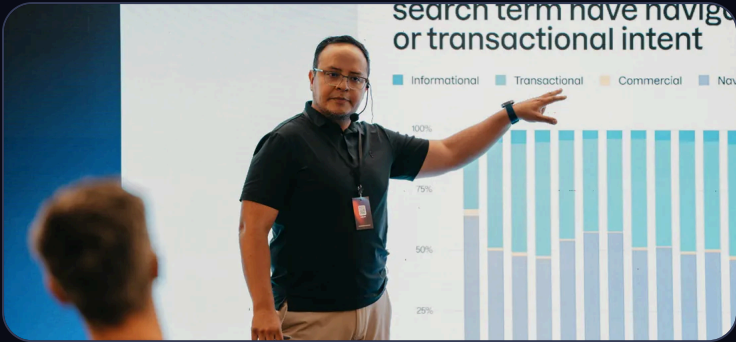
Standard delivery

30 to 45 minute keynote, executive briefing, moderated panel, or workshop. Final scope follows audience fit and event goals.

Languages

English, Spanish, or Russian. Spanish delivery is available for Spain-based and global multilingual programs.

A research leader built for the room



Fernando Angulo presenting research to a live conference audience. Credit: Fernando Angulo archive.

- GEO Conference
- Croatia SEO Summit
- BrightonSEO
- SMX Advanced
- MozCon
- DMWF
- Google Search Central
- ESOMAR

SELECTED VERIFIED MEDIA AND PUBLICATIONS

- CNBC
- El Financiero · Bloomberg México
- ABC
- Cinco Días
- El Economista
- Econsultancy
- Search Engine Journal
- Entrepreneur India
- Authority Magazine
- Marketecture
- Edge of the Web

Approved long bio

Fernando Angulo researches how people, and increasingly AI systems, discover, evaluate, and choose brands. His work turns evidence on AI search, consumer behavior, and brand discovery into decisions that CMOs and leadership teams can defend.

He is Senior Market Research Manager at Semrush, an Adobe company. Fernando joined Semrush as employee #20 in 2011 and has worked across marketing, international partnerships, communications, influencer strategy, and market research. That progression gives him a long view of how technology changes both customer behavior and the systems organizations need to respond.

His current research covers Generative Engine Optimization, Answer Engine Optimization, AI visibility, citations, zero-click discovery, and agent-mediated buying journeys. He has spoken at 500+ events across more than 35 countries in English, Spanish, and Russian, translating complex market shifts into clear frameworks and practical next moves. His work and commentary have appeared in CNBC, Econsultancy, Search Engine Journal, Entrepreneur, and El Financiero · Bloomberg México.

Invite Fernando
<https://fernandoangulo.com/invite>

Press photos
<https://fernandoangulo.com/press-photos>

For organizers: this ungated PDF may be forwarded to programming committees. Opinions and frameworks are Fernando's own and do not represent Semrush or Adobe. Travel and logistics are discussed once an event is confirmed.