

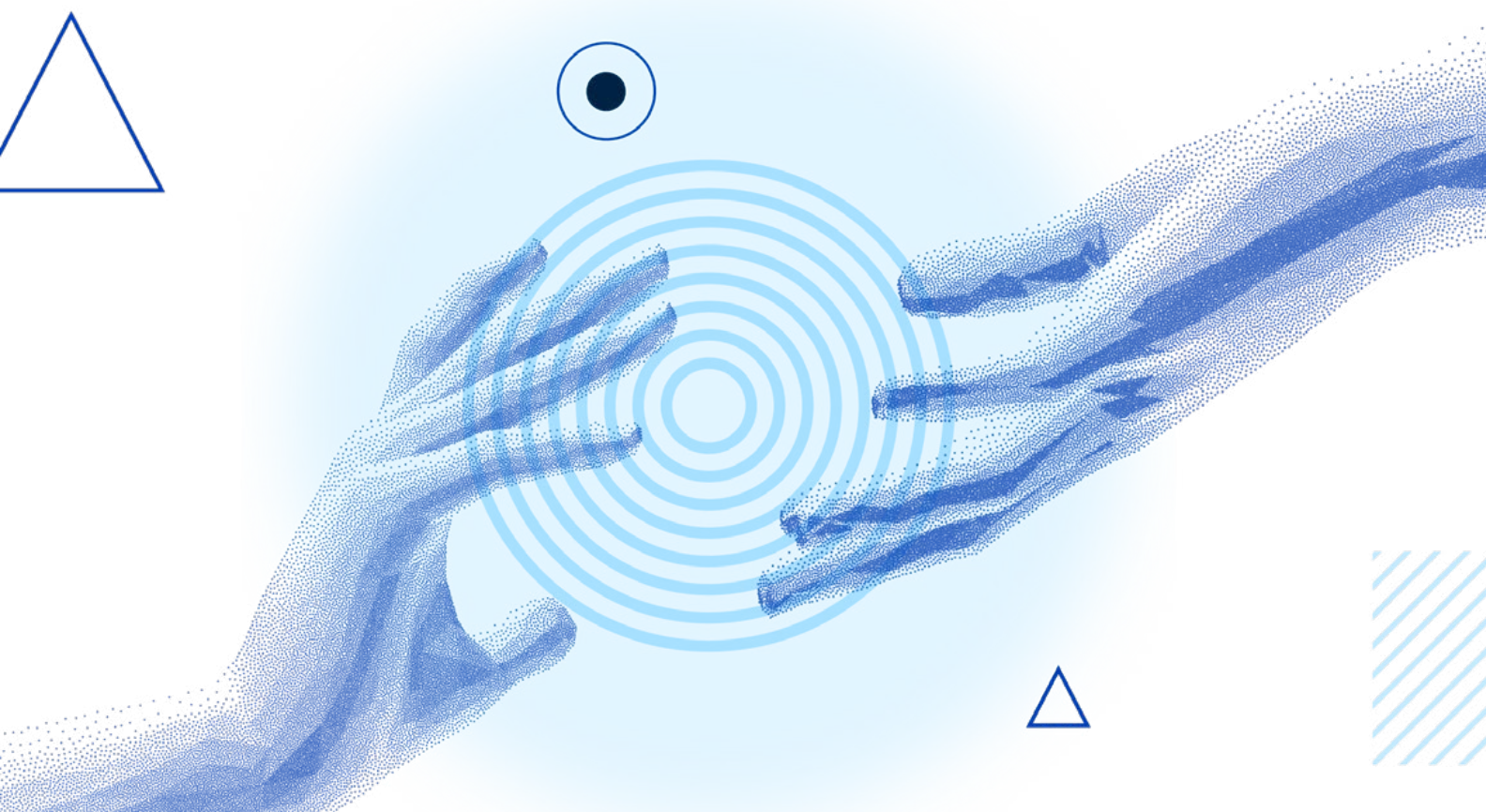
Closing the Gap Between Brand and AI Authority

Introducing the B2B AI Authority Index



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We've been here before

As marketers, we're no strangers to technology disruptions. Search changed how buyers found you, while Social changed how you engaged with them. Then Mobile came along and made timing and context everything. Yet, AI is qualitatively different.

Now, the channels marketers have been programmed to optimize have a new AI intermediary.

- Beyond direct channels, managing your brand messaging on the open web has become a game of indirect influence.
- With AI search opaque, we must pivot from chasing clicks to earning authoritative citations.

These circumstances have resulted in a palpable tension in B2B buying that's only getting weirder. Buyers can speed up information gathering and research, but that AI-served content can't be fully trusted. There's a lack of transparency in where AI systems pull sources from. And that problem will only intensify as paid sponsorships and ads enter the LLM picture. Not to mention the ongoing hallucination issues.

Our job now is to help buyers know what to trust. To help them become even more discerning, critical, and second-guess everything they read. As a brand, we must create conviction and de-risk decisions in a way that is defensible and irrefutable.

We can't predict the future. But we do know chasing AI visibility with tunnel vision is the wrong goal.

Because AI isn't a new channel. It's just a new layer.

“The brands that win aren't optimizing for LLMs. They're building something LLMs can't take away: Unmistakable authority that stands up and reverberates through every key channel, community, and trusted voice that influences their buyers.”

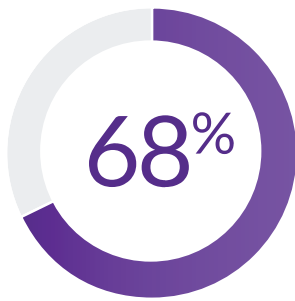
“For the first time, humans are no longer the only buyers. AI systems that read, crawl, and scan every corner of the web have officially entered the buying group.”

That kind of surround-sound pull is what the B2B AI Authority Index is really built to measure. Think of it as a health check on the conditions you've created for this type of authority-building that will make or break your brand's longevity. [The Index](#) — our diagnostic tool — and this companion paper are for marketing leaders who feel the gap between what they're producing and the authority they're not building. If that sounds like your challenge, you've come to the right place.



Lieu Thi Pham
Vice President, Strategy,
Brand & Content Group
Informa TechTarget

A bird's-eye view: How AI is reshaping buyer research



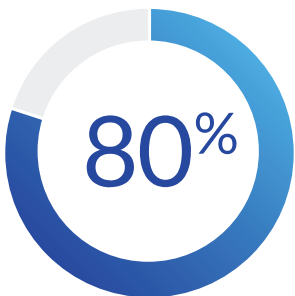
of Google searches end without a click.

SparkToro



of B2B buyers are using AI tools.

Forrester



of consumers now rely on AI-written results for at least 40% of their searches.

Bain & Company

Source: Forrester blog, [B2B Buyers Make Zero-Click Number One](#)

What the B2B AI Authority Index actually measures

Think of the B2B AI Authority Index as a health check for your brand's market position.

Across six key dimensions or 'vital signs,' the diagnostic determines whether your brand has built the kind of authority that not only holds up in AI responses — but reverberates through every key channel, community, and voice that influences your buyers.

[Take the Assessment →](#)

Evaluate across 6 key dimensions:



Strategy



Intelligence



Governance



Narrative



Amplification



Longevity

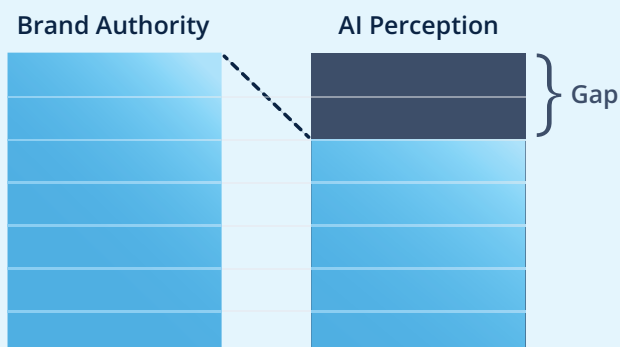


Mind the Authority Gap

DEFINITION

The Authority Gap

The distance between the authority your brand has built, and the authority AI systems can actually see.



The gap may not be about quality but about 'legibility' in a new system with different rules. Years of thought leadership content was built for human readers and search crawlers.

Addressing this gap is proving complex and daunting, even for experienced practitioners. The B2B AI Authority Index exists to make this gap abundantly clear and actionable.

LLMs read differently. Authority alone doesn't automatically equal citations — it must be structured, distributed, and cited in a way AI can recognize: entity clarity, cross-platform mentions, and third-party consensus.

Need more proof ranking and citation are no longer the same game? [An Ahrefs study](#) found that only 38% of pages cited in AI Overviews also rank in Google's top 10.

This shift has created a two-sided trap for B2B marketers:

- Brands that lack established authority are increasingly invisible in AI-generated answers — skipped over in favor of sources that AI systems recognize and deem credible.
- Some brands with long-standing authority are struggling to translate it to AI signal.

Ranking and citation are no longer the same game.

SERPS ANALYZED

863K

keyword results

URLS STUDIED

4M

AI Overview citations

YEAR-OVER-YEAR BREAKDOWN

■ From top 10 ■ Outside top 10

2025

76%

2026

38%

62% now come from outside the top 10

THE SHIFT

In a single year, AI Overviews dramatically decreased their reliance on top-ranked pages — pulling citations from far deeper in the web.

Source: Ahrefs

Critical Questions the Index Was Built to Answer

- **Is the authority gap already there?**

The Index is a leading indicator. It signals whether the conditions for AI citation authority are in place before their absence shows up as a pipeline problem. Most brands find out too late, and the Index gives you this essential ‘early alert.’

- **Where exactly are you exposed?**

It’s a diagnostic that identifies specific areas of strength and weakness across the signals that determine whether AI cites your brand or your competitor’s.

- **How far have you moved?**

It’s a benchmark you can return to as you move from one level to another. Authority doesn’t build in a straight line. It takes strategic diligence. As you invest, create, publish, and build relationships, major progress is happening, but it can often be hard to see from ‘inside the work.’ The Index makes progress visible and trackable.

A Clear Look at the Big Picture

One important note: the Index is a market view. The Index evaluates six core areas across the full B2B buying journey: Strategy, Intelligence, Governance, Narrative, Amplification, and Longevity. Together, they form **S.I.G.N.A.L.**

The Index describes what B2B brands need to build and sustain authority across all six dimensions because all six matter to the outcome. The value is in seeing the full picture first, so the right interventions follow.

The S.I.G.N.A.L. framework is built in two parts. Strategy, Intelligence, Governance, and Narrative are the foundations — they determine whether your AI authority has something real to build on.

Amplification and Longevity are how you make it visible and sustainable over time.

“The rules of visibility have fundamentally changed. In SEO, you earn a position on a leaderboard. In GEO, there is no leaderboard... there is only the answer.”

You can’t shortcut to Amplification without Governance in place. You can’t sustain Longevity without Intelligence informing what you create. The framework rewards brands that build systematically and surfaces the ones that have been optimizing in isolation.

Our blueprint for building authority across the AI-mediated B2B journey

There's a new buying group. And it consists of both human buyers and the AI systems that shape what buyers see, trust, and act on. The Index evaluates six core dimensions across the full B2B buying journey:

FRAMEWORK

S.I.G.N.A.L.

Strategy



Intelligence



Governance



Narrative



Amplification



Longevity



It's important to reiterate that S.I.G.N.A.L. is not about gaming AI systems.

Because the brands that win aren't optimizing for LLMs. They're building something LLMs can't take away: Unmistakable authority that makes your brand the reference point the most discerning buyers reach for first.

By letting the S.I.G.N.A.L. framework be your guide, you'll stack credibility layers upon layers to create the strongest and most strategic B2B marketing you've ever had. That effect will echo not only through LLMs, but through every key channel and voice that influences your buyers.

But that kind of authority doesn't build itself.

Achieving this requires not only internal alignment but also external validation, amplification, and governance across your entire marketing program. Not just the content team. Not just the demand function. The whole thing. And it requires that AI authority is owned at the CMO level — with budget, KPIs, and accountability behind it. Not delegated down as a one-time project.

“Neglect any of the six dimensions and you'll hit a ceiling even if every other dimension is firing.”

6 dimensions of S.I.G.N.A.L., explained

Strategy



Dimension 1 of 6

A senior leader owns AI authority as a business objective. Budget, KPIs, and a long-term roadmap are in place.

The teams responsible for delivering results are aligned on what success looks like.

Here's what it looks like in the wild when Strategy is missing: everyone agrees that AI authority matters, someone creates a task force, a few posts get written about GEO, and then Q2 targets take over. Three months later, nothing has changed.

Authority requires ownership at the leadership level, which is why the second question in [the Index](#) doesn't mince words: Does a senior leader own your AI reputation and category leadership strategy, with budget to back it up?

For most brands, the honest answer is no. And that's the conversation that needs to happen first.

Intelligence



Dimension 2 of 6

Buyer research behavior across all channels is understood, and that intelligence is actively shaping what gets cited.

Data insights determine where the brand shows up, and which questions it answers.

Most brands create content based on what their internal teams think buyers care about. Buyers — particularly the more discerning ones — are typing entirely different questions into AI tools and search engines and coming back dissatisfied with what they find.

Intelligence closes that gap. It means understanding how buyers in your category actually research. What they search for, where they go, what questions they can't find credible answers to — and using that understanding to drive every content decision.

“If your content strategy isn't shaped by real buyer intelligence, you're guessing what a skeptical buyer needs. Expensively.”

Governance



Dimension 3 of 6

Standards, processes, and technical frameworks ensure content is high quality and structured for AI discoverability.

Insights feed directly into strategy rather than sitting in reports.

Governance is an unglamorous dimension. But it's the difference between a content operation and an authority engine. It's what makes everything run smoothly and allows strategy to become reality.

When governance is missing, insights sit in decks that no one reads after the QBR. Questionable content that does more harm than good gets published without clear standards. Technical requirements for AI discoverability get treated as an afterthought. The result is a lot of activity that produces very little that a discerning buyer or an AI system would find worth citing.

Narrative



Dimension 4 of 6

A deliberate, documented plan exists for the topics the brand wants to own — backed by original research and content depth.

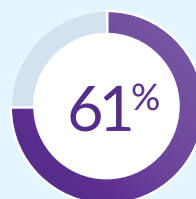
There is a clear map of the territory it is staking authority on.

Narrative is not messaging. It's not your brand story. It's the intellectual territory you're claiming and defending.

Need help staking out your narrative territory?
Lock into our Ownable Conversations framework.

“The brands that own a topic don't just show up when buyers are ready to buy. They shape what buyers believe before the buying decision even exists.”

Our own research shows 61% of buyers struggle to find high-quality vendor content. As AI floods the market with more content than ever, that gap doesn't close — it widens. The brands that show up with real relevance, credibility, and expertise are the ones that give AI something worth citing.



of buyers struggle to find high-quality vendor content that addresses their pain points.

Informa TechTarget

Here's the part that most brands miss: staying quiet doesn't mean staying neutral. If you're not actively directing the content that defines who you are and what you're credible for, AI doesn't leave that blank. It fills the gap with whatever it can find instead.

That might be a competitor's framing. An outdated press release. A forum post that mischaracterizes what you do. Authority doesn't always mean accuracy. When you're not shaping how AI represents your brand, that's not brand awareness being lost. That's category influence, left for someone else to claim.

Don't let other content define how your brand is represented.

Amplification Dimension 5 of 6

Recognition is systematically built through the analysts, media outlets, and industry publications buyers trust most.

Third-party endorsements are tracked and compound over time.

AI is the new intermediary. And the intermediary shapes what buyers receive and believe. The signals your brand sends through AI-mediated channels are now your message, whether you authored them or not. Which makes the channels that AI draws from — **independent media, analyst reports, and credible communities** — more strategically important than they have ever been.

Longevity Dimension 6 of 6

Authority is sustained through ongoing investment — not campaigns or one-off efforts.

Sentiment monitoring, community presence, and analyst relationships are continuous disciplines.

Longevity is what separates a brand with a moment from a brand with a lasting position.

We've all seen it: a brand publishes a great piece of research, gets a wave of attention, and then goes quiet. Six months later, no one remembers it — and AI doesn't either.

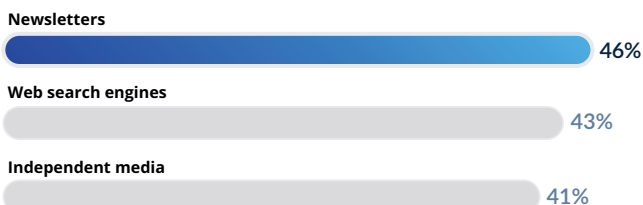
Genuine authority accrues through consistency:

- publishing continuously
- nurturing analyst relationships over time
- staying present in the communities where buyers are forming views
- and monitoring how your brand is being characterized before the narrative gets away from you.

The brands that sustain authority in AI outputs don't publish once and move on. They build surround sound — the same insight, in different formats, across multiple channels, over time, until it becomes the version AI recognizes as credible and buyers recognize as familiar. No repetition for the sake of repetition here. That's how citation authority compounds.

Buyers chase expertise across a range of sources

AWARENESS DRIVERS



DURING ACTIVE RESEARCH

- 1 Web search engines
- 2 Technology vendor websites
- 3 AI tools

TOP SOURCE SELECTION FACTOR

60%
Reliable expertise

Source: Informa TechTarget

A discerning buyer doesn't take your word for it. They look for what others — analysts, media, peers, etc. — are saying. Amplification is how you ensure those voices are saying something worth repeating.

Meet the B2B AI Authority Archetypes

Your S.I.G.N.A.L. score places you in one of four archetypal tiers:



The Newcomer



The Contributor



The Referenced



The Authority

Getting Started

Setting the Standard

Each archetype reflects a real brand at a real level of AI authority — the characteristics that define it, the scrutiny it can and can't withstand, and the most important areas to focus on to keep leveling up.

Read each one honestly. The one that feels most familiar is probably the right one.

Reveal your AI authority archetype.

[Take the Assessment →](#)

The Newcomer, Characterized

You're not starting from zero, and you likely have more in place than your score suggests. But what you have won't reach its full potential until you fill the key strategic gaps required to build a comprehensive system.

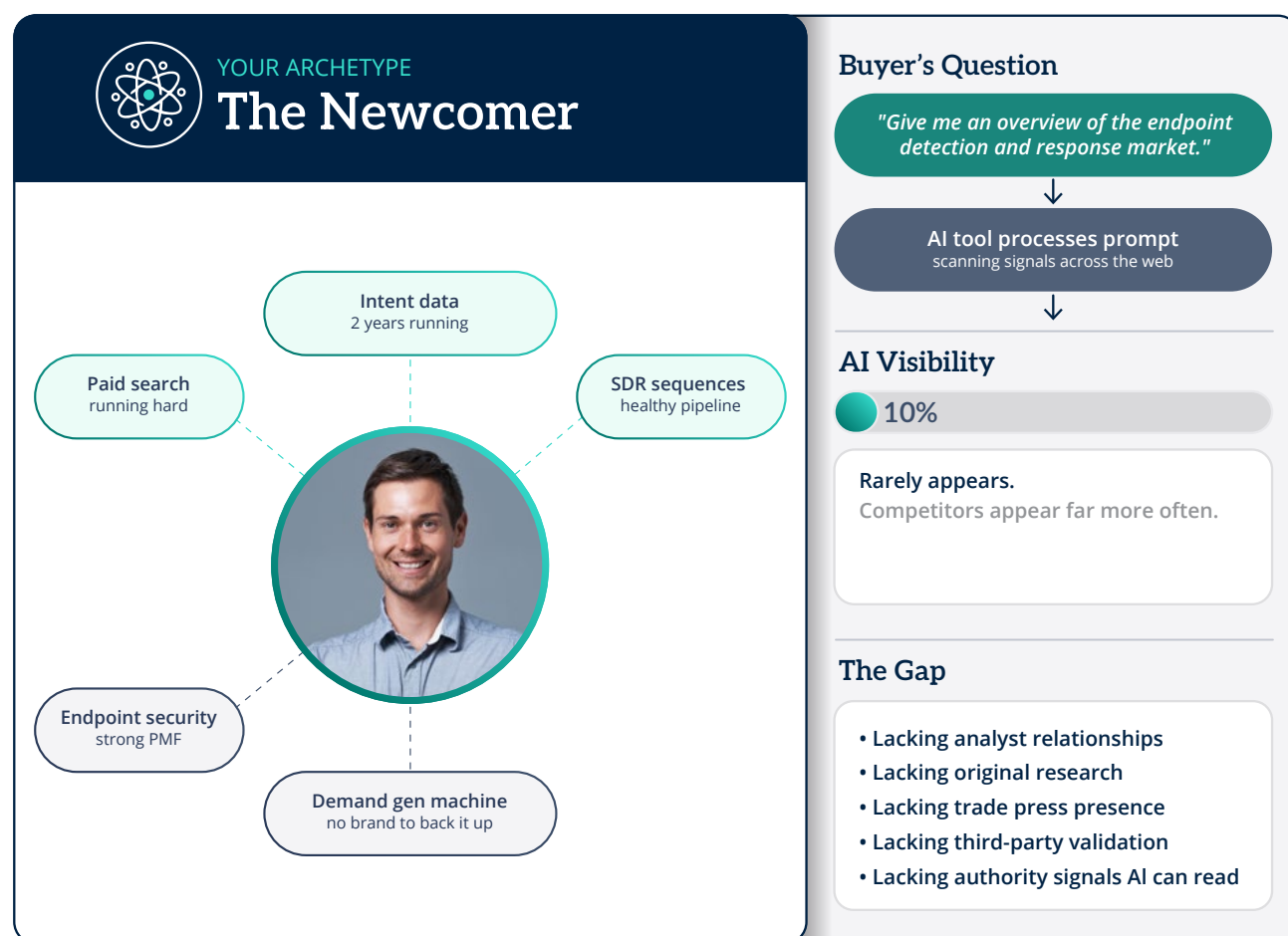
The good news: closing those gaps starts with clarity, not more content. The opportunity ahead is significant, and with the right priorities in place, progress can come faster than you might expect.

The Newcomer Score: 0-25

You're building the foundation for long-term success.

The Newcomer: A simulated snapshot

A hypothetical scenario built to show how the archetype plays out in practice



The Authority Gap - demand is firing. But AI authority is low.

The Newcomer: A simulated snapshot *(continued)*

A hypothetical scenario built to show how the archetype plays out in practice

You're the Head of Marketing at an established enterprise security vendor:

- Strong product-market fit
- A sales team that knows how to close
- Paid search, intent data, and SDR sequences all humming — demand's been running hard for two years
- The demand gen engine is strong, but the brand authority isn't there

Your company rarely appears in AI searches about the endpoint detection market, but your competitors do — the ones that have been working with analysts and commissioning original research consistently.



The Newcomer

Where to focus to level up:

- The most likely starting point is getting clear on two things: who your buyers are and what conversations your brand could credibly own.
- Most brands at this stage are either missing the audience intelligence to know where to focus, or they have a sense of direction but haven't committed to a territory clearly enough to build from. Pick one to start and let it inform the other.

Don't know where to start?

- Use our **ownable conversations framework** to uncover and define the two or three key topics your brand must own
- Commission your **first piece of original research** to support them

The Contributor, Characterized

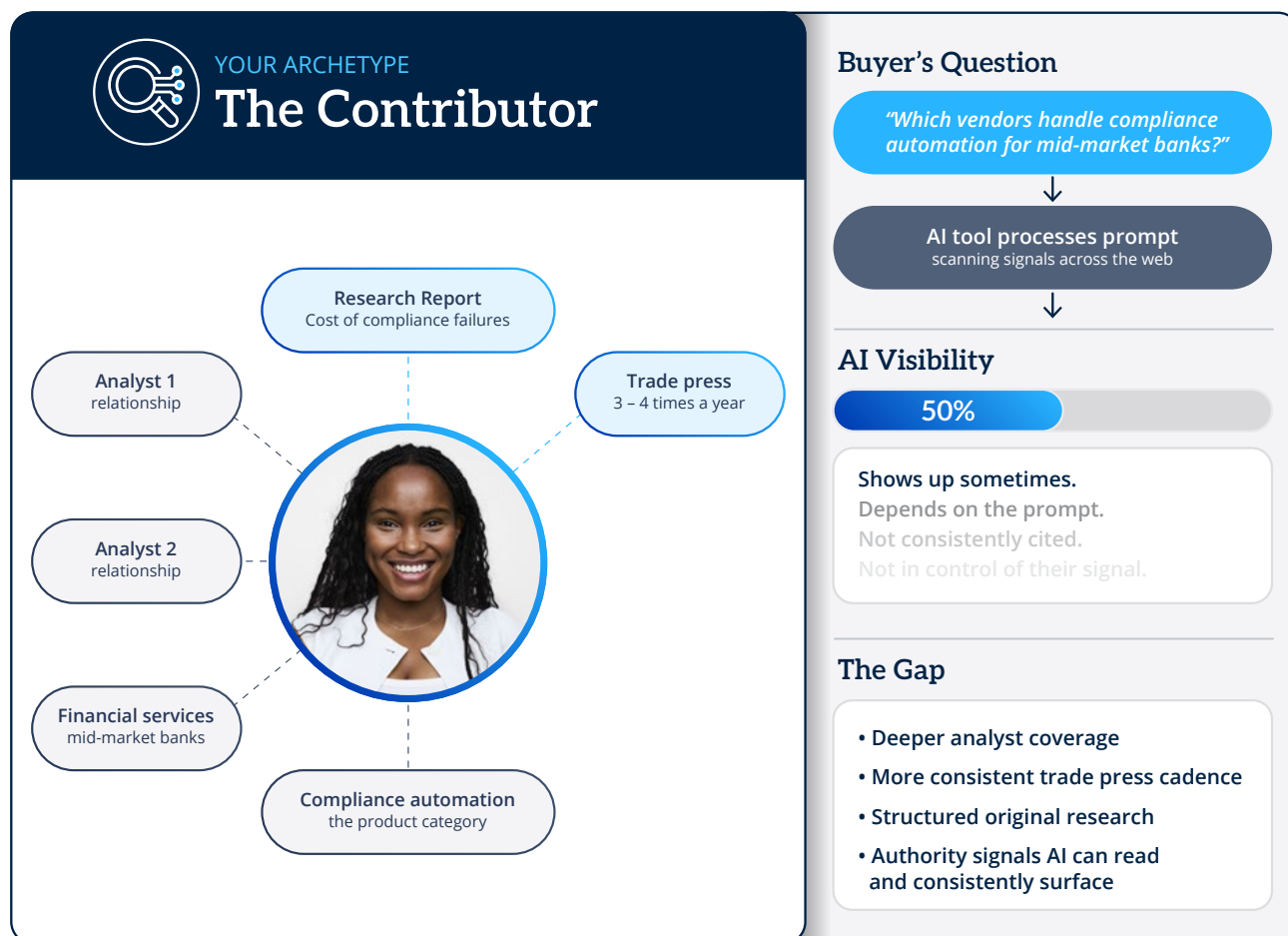
You're likely doing more right than your score reflects. The thinking is probably there, the activity is real, and some of it's working. But something isn't compounding, and you may already feel it. The work ahead isn't about doing more. It's about leveling up what already exists and making it work harder.

The
Contributor
Score: 26–50

You're building
momentum toward
sustainable
authority.

The Contributor: A simulated snapshot

A hypothetical scenario built to show how the archetype plays out in practice



The Authority Gap - signals exist, but not enough for AI to reliably surface them.

The Contributor: A simulated snapshot *(continued)*

A hypothetical scenario built to show how the archetype plays out in practice

You're the VP of Marketing at a RegTech vendor helping financial services firms navigate compliance automation.

- You've commissioned a research report on the cost of compliance failures in mid-market banks
- You have a relationship with two analysts at firms their buyers read
- You get coverage in relevant trade press three or four times a year
- Your company sometimes shows up in AI searches on compliance automation vendors for FinServ (depending on the prompt).



The Contributor

Where to focus to level up:

- The most likely gap at this stage is that the right things are happening but not in an 'always-on' system.
- Content may exist but isn't compounding. Relationships may exist but aren't being activated consistently. Visibility may exist in some channels but not the ones that matter most to buyers or AI systems.
- The focus is probably identifying which of those statements is most true and building the infrastructure and action around it.

Don't know where to start?

- **Use our trust-building guide** to systematically activate and consistently layer the most critical trust signals together.
- Identify and treat every AI citation as an asset to compound.

The Referenced, Characterized

You've likely built something real here. There are elements of genuine authority in place — in your content, your relationships, and your presence in the right conversations.

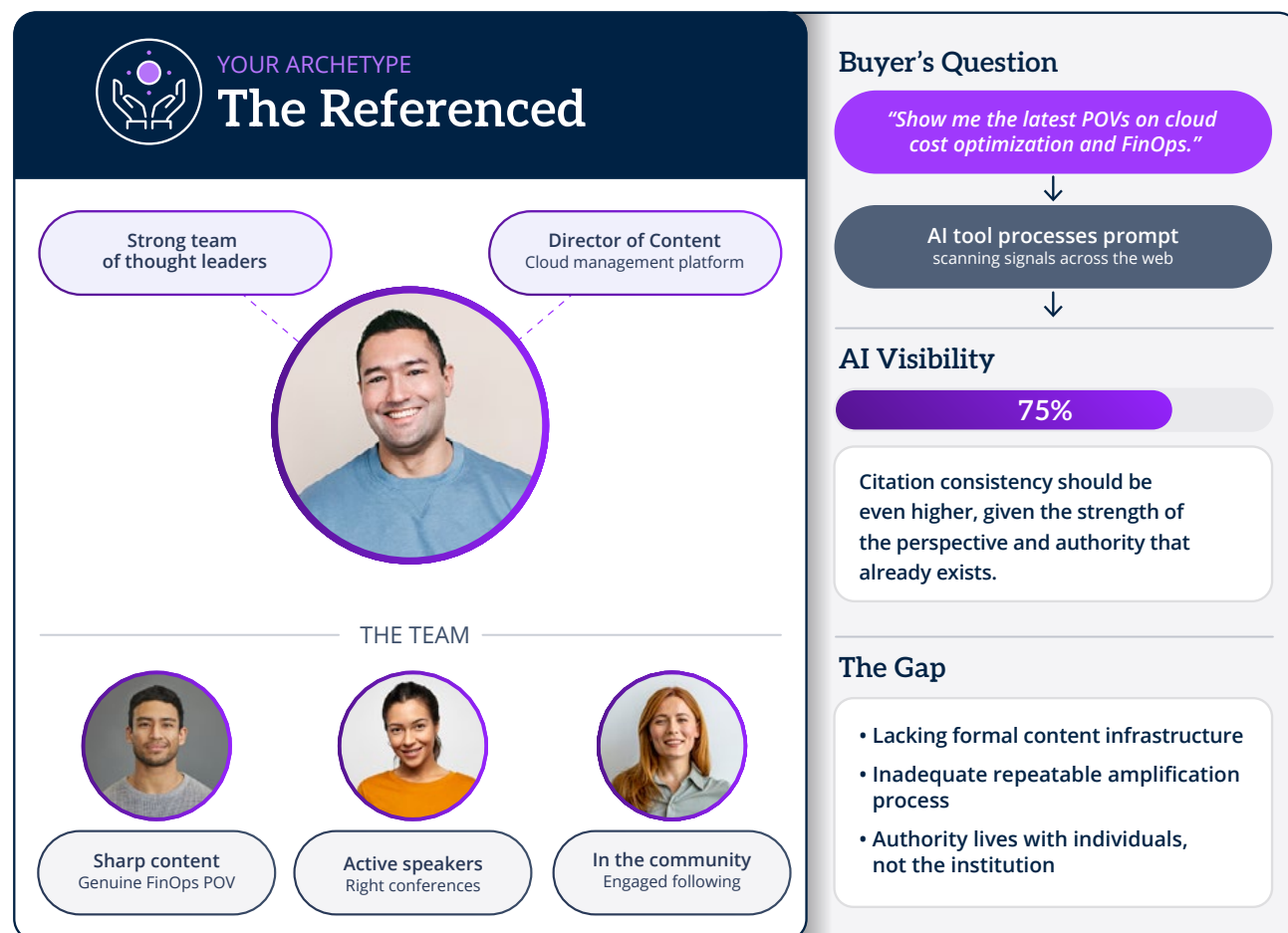
The challenge is that it may not yet be compounding and showing up consistently in the places that determine how buyers and AI systems evaluate your category. The substance is there. What's needed now is the infrastructure to make it stick.

The
Referenced
Score: 51-75

You're accelerating
toward authority.

The Referenced: A simulated snapshot

A hypothetical scenario built to show how the archetype plays out in practice



The Authority Gap - individual authority is real. Institutional AI authority is weaker than it should be.

The Referenced: A simulated snapshot *(continued)*

A hypothetical scenario built to show how the archetype plays out in practice

You're the Director of Content at an enterprise cloud management platform — the kind of software that sits at the intersection of CFO cost pressures and CTO infrastructure decisions.

- Your brand has a genuine point of view on FinOps.
- Your team writes informed, persuasive content, speaks at the right conferences, and has an engaged following in the communities that matter.
- But when a buyer asks LLMs about cloud cost optimization, AI surfaces your brand, but not as much as it should given the strength of your perspective and the authority that already exists.
- The point of view is strong, but AI should be recognizing it more consistently.



The Referenced

Where to focus to level up:

- The most likely focus is making what's already built more findable, attributable, and consistent.
- That could mean how content is structured for AI systems, how analyst and media relationships are being maintained, or how actively the brand is monitoring and responding to how it's being characterized in AI responses.
- You've likely got all the pieces of a connected system in place. Getting to the next level comes down to taking a hard look at which dimensions of that system are the weakest links.
- Pinpoint and strengthen those elements of your infrastructure, and you'll be unstoppable.

Don't know where to start?

- Implement structured content frameworks with proper tagging, schema markup, and entity relationships so AI systems can consistently recognize and attribute content to your brand.
- Establish monitoring processes to track how your brand is being characterized in AI responses and where gaps and misattributions are appearing.
- **Take a hard look at your multi-channel presence strategy** to ensure your authority is properly distributed.

The Authority, Characterized

You've almost certainly earned this position over time, through sustained investment in the right things. The risk at this stage is the assumption that what built your position will maintain it.

You may already be sensing shifts in how your category is being defined. Your authority is real. The question is whether the work that built it is still being done in a way that's going to hold up as the game evolves.

**The
Authority
Score: 76–100**

**You're an industry
authority.**

The Authority: A simulated snapshot

A hypothetical scenario built to show how the archetype plays out in practice



The Authority Gap - closed. This is what the other side looks like.

The Authority: A simulated snapshot *(continued)*

A hypothetical scenario built to show how the archetype plays out in practice

You're the Head of Marketing at a leading identity security provider.

You're the category leader that shows up in every analyst report, sets the benchmark data competitors get measured against, and shows up in AI responses to questions about foundational concepts. All without the prompt ever mentioning your name.

- Someone in your organization made a strategic bet: owning the conversation around your core subject matter mattered as much as sharpening the product itself.
- You consistently commissioned annual research that became the industry's reference point.
- You invested in analyst relationships that turned into ongoing briefings, citations, and inclusion in every major report in your category.
- You built media partnerships that put your thinking in front of enterprise security buyers continuously. Not via sporadic campaigns. But as a constant presence in the publications those buyers already trusted.

Now, the category vocabulary — the terms buyers use when they describe the problem; the frameworks they reach for when they evaluate solutions — is yours.

- When a new entrant arrives in the market, the first thing they measure themselves against is your positioning.
- When a Fortune 500 CISO asks an AI tool who leads the identity security category, you are in the answer.
- Not because you throttled optimization for it. But because you earned it. Through strategic dedication and consistency. In every channel and layer of influence that matters.



The Authority

Where to focus:

The most likely risk at this level is defending a position rather than extending it. The category conversation will evolve — and the brands that lead what comes next are already mapping it.

The focus is probably less about what's working today and more about identifying the topics and conversations your category will compete on in the next two to three years and making sure you're there first.

Don't know where to start?

- **Focus on intelligence** to uncover and define the topics your category will compete on in the next two years.
- **Develop a strong narrative plan of attack** to get there before the conversation matures, and someone else owns it.

Where to Go From Here

The Index gives you a score. The archetype gives you a mirror. What comes next is a choice.

These six dimensions — Strategy, Intelligence, Governance, Narrative, Amplification, Longevity — are where the most meaningful work happens. And they're interconnected.

Here's where most brands get hung up:

1. The Strategy layer is unowned

AI visibility sits at the intersection of brand, reputation, and search — which means it risks falling between functions and being owned by none of them. Without a senior leader accountable for it, no other dimension gets prioritized.

2. The Intelligence layer is missing

You are struggling to understand how buyers are researching, or what AI is surfacing about them.

3. The Governance layer is undocumented

Content quality and structure depend on individual effort rather than a system, so what gets produced is inconsistent and hard for AI systems to reliably find, read, or reference.

4. The Narrative layer is thin

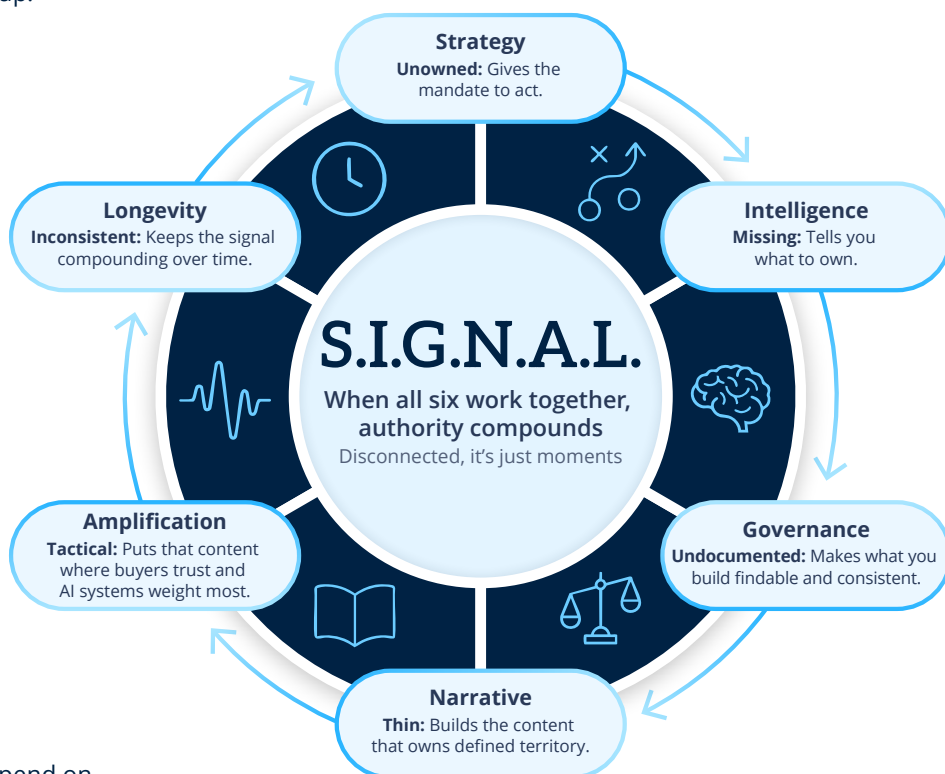
You are producing content but haven't staked a clear territory that a skeptical buyer or an AI system would find worth citing.

5. The Amplification layer is tactical rather than structural

You've had coverage, but you're not systematically building presence in the channels that drive citation authority and buyer scrutiny.

6. The Longevity layer is inconsistent

Visibility shows up in bursts tied to campaigns or launches, rather than as a sustained presence that compounds and is tracked over time.

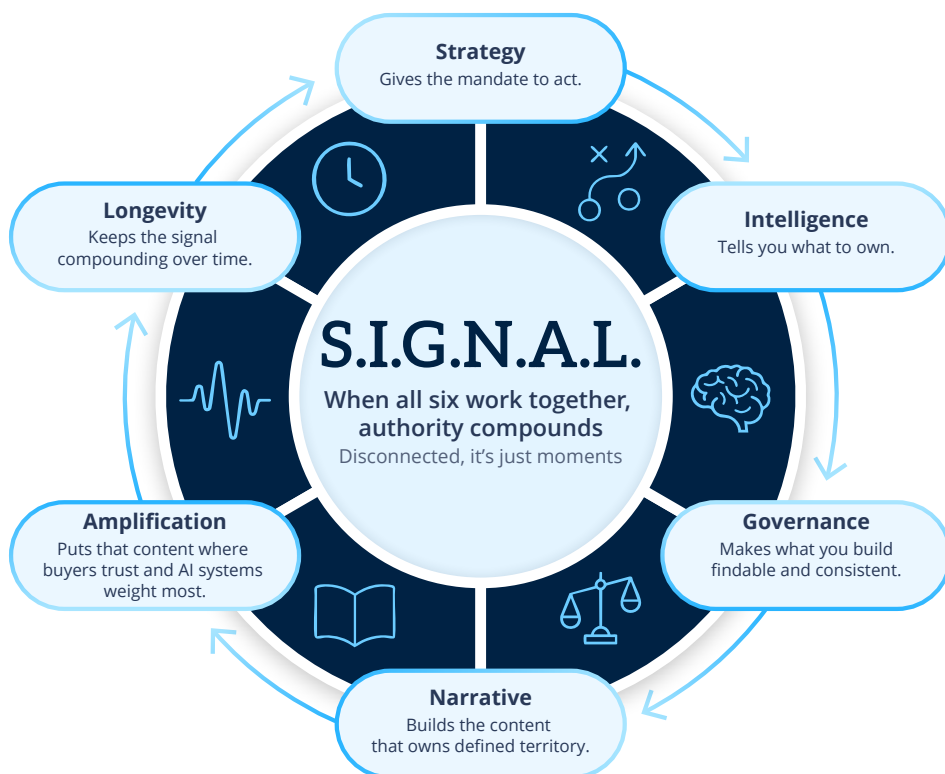


Where to Go From Here

(continued)

Six dimensions. One system. Here's what each one does:

- **Strategy**
Gives the mandate to act.
- **Intelligence**
Tells you what to own.
- **Governance**
Makes what you build findable and consistent.
- **Narrative**
Builds the content that owns defined territory.
- **Amplification**
Puts that content where buyers trust and AI systems weight most.
- **Longevity**
Keeps the signal compounding over time.



“When all six dimensions work together, authority compounds. When they’re disconnected, you’re left with a bunch of moments that never reached full potential.”

“You need to ask yourself: which combination of interventions, in the right sequence, will move your brand from where it is to where it needs to be?”

Don't make the mistake of taking the Index and asking yourself what to fix in isolation. That's the wrong question.

A side note on the S in S.I.G.N.A.L. Strategy.

How your brand is represented in AI-generated responses (what it says, how it's framed, whether it's trusted) is a brand integrity question. And brand integrity lives at the executive level. This is a CMO-level priority, not an IT project.

The first milestone isn't a tool audit or a prompt tracking setup. It's establishing who owns this internally, and whether they have the mandate to act on it. Content, PR, digital, and communications all feed into AI authority. None of these groups will effectively prioritize it without someone at the top making it a directive.

So, who in your organization is accountable for how your brand appears in AI-generated responses right now? If the answer is unclear, that's the very first thing to fix.

Earn the Right to Be Chosen

The brands that will define the next decade of B2B commerce aren't the ones that will shout the loudest, spend the most, or manufacture the most convincing impression of authority.

They're the ones that will hold up when a skeptical buyer looks closely.

Those that 'pass the test' when an astute buyer studies the sources behind their claims, notes the analysts who do or don't cite them, and the communities that do or don't recommend them.

That buyer already exists. They're Millennial and Gen Z decision-influencers who grew up filtering noise. They're senior buyers who've been burned by vendors that looked credible and weren't. They're the proof-seekers who don't stop at AI's answer — who dig into the links, cross-check the citations, and form their views before your sales team ever gets in the room.

This is not a trust gap but a scrutiny standard, and it's exactly the right standard for a market drowning in content, claims, and AI-generated noise.

S.I.G.N.A.L. exists because we believe the answer to that scrutiny is not more marketing. It's better evidence.

Original research that AI systems and analysts can cite. Credible communities where your expertise is visible. Third-party validation from the sources your buyers already trust. Content architecture that makes it easy for AI to find you — and for buyers to verify what they find.

The Authorities of 2030 won't be the brands that fabricated trust. They'll be the ones that built something worth finding — and held up every time someone looked beyond the surface.

Take the assessment. See where you stand. Then start building something that holds up under close examination.

“When your buyers start asking questions, become the brand AI answers with.”

[Take the Assessment →](#)

Ready to level up your AI authority? Talk to an Expert.

About Informa TechTarget

Informa TechTarget is a leading global B2B intelligence, media, and marketing services company, purpose-built to be an Indispensable Partner to the tech and vertical industry sectors. We help audiences find the information and insights they need to succeed professionally; and we help our clients identify growth opportunities, build brand trust, engage with in-market buyers, and impact revenue. Our unique business model combines market and competitive intelligence services, trusted industry journalism, the world's largest B2B audience engagement ecosystem, and a full-scope AI-ready integrated marketing offering that unifies brand, content, and demand—all underpinned by our award-winning proprietary data and intelligence.

Informa TechTarget is headquartered in Boston, MA and has offices in 19 global locations. For more information, visit informatechtarget.com and follow us on [LinkedIn](#).

Meet the Expert

Lieu Thi Pham is Vice President at Informa TechTarget's Brand and Content Group where she leads the research and strategy divisions to drive enterprise growth. With over 20 years in media and marketing, she has developed marketing programs for Fortune 500 brands including Pfizer, Cisco, and AMEX, spanning North America, EMEA, and APAC.

A PhD researcher focused on AI-human co-creativity in advertising, Lieu also teaches marketing and content strategy. She co-founded APAC's largest content strategy meetup and contributes to WARC and major industry events as a recognized marketing leader.

