VIVIENNE WAGNER

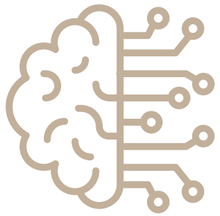
Founder & CEO
Houndstooth Media Group

Helping businesses stay visible in a world where search, AI, and customer discovery are rapidly changing.

HOUNDSTOOTH MEDIA GROUP
a creative digital strategy agency

Why This Conversation Matters

Search behavior is changing faster than most businesses realize.



AI is influencing who gets discovered and who gets overlooked.

Visual search is becoming a major driver of customer discovery.

Businesses need digital foundations built for today's search landscape.

Practical strategies today lead to visibility and growth tomorrow.

Helping business owners understand what is changing, why it matters, and what they can do now.

Topics & Questions

POPULAR TOPICS

The Future of Search
How discovery is changing.

AI Is the New Personal Referral.
How to become both visible and referred by AI platforms.

Why Great Businesses Become Invisible Online.
The hidden gaps that hold businesses back, and the changes they didn't see coming.

Visual Search & Customer Discovery.
Why images are part of the search journey.

SAMPLE INTERVIEW QUESTIONS

How has search changed for business owners?

What does AI Visibility actually mean?

Why are some businesses showing up in AI answers while others are not?

What are most business owners getting wrong about SEO and AIO today?

Does a website still matter in an AI-driven world?

What are the first steps a business can take to become easier to find online?

Is SEO dead?

What do you mean when you say that "AI is the new personal referral?"

Media Assets

Headshots, logos, and bios are available here:

ACCESS MEDIA ASSETS

Let's Connect

houndstoothmediagroup.com

media@houndstooth.mg

https://www.linkedin.com/in/vivienne-wagner/

Suggested Introduction

Vivienne Wagner is the Founder and CEO of Houndstooth Media Group, a marketing and visibility agency helping businesses strengthen their visibility in an evolving digital landscape.

Through her work in content strategy, search, websites, visual discovery, and AI visibility, Vivienne helps business owners understand how customers are searching now and what it takes to be found, trusted, and recommended.