

VIVIENNE WAGNER

Founder & CEO

Houndstooth Media Group

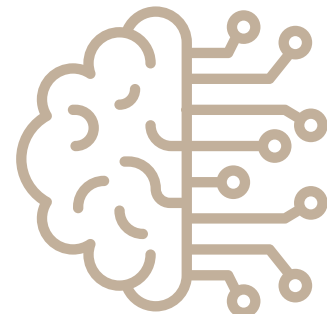
Helping businesses stay visible in a world where search, AI, and customer discovery are rapidly changing.



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.

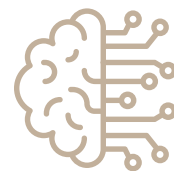
Topics & Questions

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:



DOWNLOAD MEDIA KIT

Let's Connect



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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.

