

Alex Melen



Keynote speaker on AI search, generative engine optimization (GEO), ChatGPT ads, automotive marketing and scaling agencies. Co-founder of SmartSites, a 400+ person digital marketing agency with 1,000+ clients and ten consecutive years on the Inc. 5000. Author of *Automotive Search Marketing: A Car Dealer's Guide to Google & AI Search* (2nd ed., 2026).



117

talks, keynotes &
podcasts since 2009

12

countries, 3
continents

87

recorded
sessions

100

NPS, NIADA
workshop

WHERE ALEX HAS SPOKEN NADA Show NIADA Convention Digital Dealer Technology for Marketing ANA

DigiMarCon World Digital Marketing Europe WordCamp Canada DrivingSales LeadsCon AutosBuzz

Affiliate Summit Small Business Expo HostingCon

SIGNATURE TALKS

Ranking in AI Search: A Marketer's Playbook for Generative Engine Optimization

How ChatGPT, Gemini, Perplexity and Google's AI Overviews decide which brands to recommend, and what to change on your site, your content, and your ads so you show up when buyers ask AI what to buy.

Keynote · Breakout · Workshop · For marketers, brands, agencies, e-commerce

Advertising Inside the Answer: Preparing for ChatGPT Ads and the AI Search Ad Economy

How ads work inside ChatGPT, Google AI Overviews and Perplexity, where early adopters are winning and where brands are wasting spend, and a practical testing and measurement framework for a channel with no traditional SERP.

Keynote · Breakout · Executive briefing · For heads of marketing, paid media leaders, agency teams

10x Your Marketing Efficiency with Generative AI

A practical tour of how a 400-person agency actually uses AI day to day: where it saves real hours, where it fails, and how to roll it out without wrecking quality or brand voice.

Keynote · Workshop · For marketing leaders, agency owners, in-house teams

Stop the Junk Leads: SEO, PPC & AI Search for Dealers

Drawn from the book. Where dealership marketing budgets leak, how to win the searches that actually produce buyers, and how vehicle listing ads and AI search are rewriting the playbook for franchise and independent dealers.

Keynote · Dealer meeting · 20 Group session · For dealers, dealer groups, oem regional teams, 20 groups

"Alex is a fantastic speaker to work with. He has an exceptional understanding of the latest AI trends and industry developments, while always translating them into practical, actionable strategies that our audience can implement. Every session leaves senior leaders with a clear 12-month roadmap."

Alyssia Smith, Group Content Manager,
Technology for Marketing & eCommerce
Expo (CloserStill Media)

RECOGNITION

BusinessWeek Top 25 Entrepreneurs Under 25 · Auto Remarketing 40 Under 40 · Technology for Marketing Top 100 Marketing Influencers · Microsoft Advertising Trailblazer of the Year finalist (2026) · Featured in Forbes, Bloomberg, NPR



Automotive Search Marketing
A Car Dealer's Guide to Google & AI Search, 2nd edition (2026).
Four AI-search chapters free at alexmelen.com/book

Book Alex to speak

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