

SPEAKER KIT · SEO & AI SEARCH

HARRY SANDERS

Homeless in Melbourne at 17. Founder of Australia's largest dedicated SEO and AI Search agency ten years later. Founder of StudioHawk and Hawk Academy, Forbes 30 Under 30 Asia, and ambassador for the Lighthouse Foundation.

100+

SPEAKING EVENTS

12

COUNTRIES

40+

INDUSTRY AWARDS

120+

STAFF AT STUDIOHAWK

THE KEYNOTE

SEO & AI SEARCH

Deep-dive keynotes on SEO strategy and AI Search innovation from the founder of Australia's largest dedicated SEO and AI Search agency. Real data, live examples and battle-tested strategies: AI Search optimisation for ChatGPT and Perplexity, the future of organic search, enterprise SEO strategy, and building teams of masters, not hustlers. Every talk is tailored to your audience's expertise level.

FOR: MARKETING TEAMS, CONFERENCES, INDUSTRY EVENTS, ENTERPRISE BRANDS

Also available: **The Founder's Story** keynote. See the business speaker kit.

INDUSTRY AWARDS

SEMRUSH AGENCY OF THE YEAR
WON TWICE

BEST GLOBAL SEO AGENCY
GLOBAL SEARCH AWARDS

BEST APAC SEO AGENCY
WON THREE TIMES

MARKETING INNOVATION
AUSTRALIAN BUSINESS AWARDS

MEDIA, MARKETING & ADVERTISING
BUSINESS OF THE YEAR
MYBUSINESS

FORBES 30 UNDER 30 ASIA
HARRY SANDERS

NO SPEAKING FEE FOR SEO & AI SEARCH TALKS



Harry delivers SEO and AI Search keynotes **free of charge**. The Founder's Story keynote is a paid engagement with **100% of fees donated** to the Lighthouse Foundation; see the business speaker kit.

AS FEATURED IN

Forbes

BBC

news.com.au

DAILY Mirror

7NEWS.com.au

Book Harry

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Based in Melbourne, Australia. Speaks globally:
100+ events across 12 countries to date. Talks
tailored to your audience and format.