

SPEAKER • AUTHOR • AI SEARCH STRATEGIST

Donna Rougeau

Helping audiences understand how AI finds, checks and recommends businesses.

ABOUT

Donna Rougeau is Founder and Chief Information Architect of Protected by ALFIE Inc., based in Charlottetown, Prince Edward Island. With 30+ years in technology, from assembler programming to AI-era search, she helps businesses make sure AI systems find true, current facts about them. She is a subject matter expert author for Search Engine Land, co-hosts the podcast Reimagining Digital: Mastering Search with AI, and serves on two AI Hospitality Alliance working groups. Her books include The Basics++, The First One Up and The Chaiwallah's Digital Secret.

SIGNATURE TALKS

- **Be the Business AI Recommends.** Why AI skips good businesses, and the first step owners can take. For business and association audiences.
- **Garbage In, Confident Out.** How to design sources worth retrieving. For product, data and AI teams.
- **Truth by Design.** Provenance, human review and responsible AI in practice.
- **AI Visibility Workshop.** A hands-on half-day where participants audit their own business.

AUDIENCES LEAVE WITH

- A plain-language picture of how AI decides who to recommend
- A simple self-check of their own online facts
- A clear first step they can take the same week

FORMATS

Keynote (30 to 45 minutes) • Workshop (half or full day) • Virtual briefing • Fireside chat or panel. In person or virtual.

REAL-WORLD PROOF

Georgian Court Hotel, Vancouver

+38.7%

direct bookings, August 2026 vs August 2025
(1,050 to 1,456 room nights)

42% to 66%

overall AI readiness between two audits

Bookings are hotel-reported. Readiness scores come from ALFIE audits on Jul 8 and Sep 29, 2026.

WHO I SPEAK TO

- Hotels, resorts and tourism
- Law, accounting and advisory firms
- Associations and chambers of commerce
- AI, data, product and marketing teams

BOOK DONNA

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If an AI assistant looked at your business today, would it find clear facts it can check, or would it have to guess?