



JON SCHLAICH

Speaker • Researcher • Founder

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Helping organizations understand how AI is reshaping visibility, trust, and digital marketing.

Jon Schlaich researches how AI Search, consumer trust, and marketing visibility are reshaping the way businesses are discovered, evaluated, and chosen. As Founder of Catchy Creative Inc., he combines practical experience with original research to help organizations navigate a rapidly changing digital landscape.

SPEAKING TOPICS

ROBOTS SEE YOU DIFFERENTLY

Discover why AI evaluates businesses differently than people do, and what that means for your marketing strategy.

TALKERS VS DOERS

Why businesses that produce more content aren't always the ones winning attention or trust.

CONTENT LADDERS - BUILDING AUTHORITY ONE IDEA AT A TIME

Discover how the Content Ladders framework transforms a single idea into a connected body of work that builds authority, earns trust, and reinforces visibility across search, AI, and social platforms.

GET TO THE POINT ALREADY (WRITING FOR LLMs)

Why clear writing wins in an AI-powered world. Learn how to communicate ideas that capture attention, earn trust, and resonate with both people and AI without adding unnecessary complexity.

BUILDING SYSTEMS TO BEAT ADHD

No rabbit jokes here. Just an honest look at the realities of ADHD in entrepreneurship, from the daily challenges of running a business to the practical systems that make focus, productivity, and growth possible.

ACADEMIC & INDUSTRY CONTRIBUTIONS

AI, Automation & Reputation Management - York University (2026)

Helping students understand how AI is changing consumer trust, marketing automation, and business visibility.

CRM Beyond the Software - York University (2023)

How successful businesses use CRM systems to improve customer relationships rather than simply track contacts.

PROGRAM ADVISORY COMMITTEE - Bachelor of Design | Conestoga College (2017-2026)

Worked alongside faculty and industry professionals to help ensure the curriculum reflected evolving industry needs.



CLIENT
REVIEWS



MARKETING
FRAMEWORKS



MEDIUM
ARTICLES



LINKEDIN
ARTICLES



YOUTUBE
CHANNEL

CURRENTLY WRITING - MIND THE GAP

*Modern Marketing Shifts
in the Age of AI*