

AI Visibility, Predictive M&A, and Data-Ready Growth

Kevin Farley · Marketing executive, fractional CMO, and founder of Atlas Instinct



Your customers ask AI before they ask around. I help banks, credit unions, and fintechs get **found, understood, and recommended** by ChatGPT, Gemini, and Perplexity, grounded in real data from **420 AI visibility audits of 181 financial institution websites**. I also help teams get their marketing and digital data ready to grow, and use predictive analytics to make smarter M&A decisions. Sessions are practical, and audiences leave with moves they can use the same week.

20+

Years leading marketing

\$1.6B

Institution marketing led

4 → 42%

Brand awareness growth

420/181

AI audits / FI websites

TALK TRACKS

AI VISIBILITY & GEO

Fixing AI Search Blind Spots Across Your Digital Presence

How financial brands find and close the gaps that keep them out of AI-generated answers.

Famous and Invisible

Why big brands score in the failing range on AI visibility, and why brand size does not predict the score.

PREDICTIVE M&A

Seeing the Deal Before the Market Does

Using data and predictive analytics to spot, evaluate, and prepare for mergers and acquisitions early.

DATA-READY GROWTH

Get Your Data Ready to Grow

Building the marketing and digital data foundation that makes AI, attribution, and confident growth decisions possible.

FORMATS

Conference session or breakout. A focused, practical talk grounded in real data.

Workshop or masterclass. Hands-on sessions where teams build their AI and data readiness.

Panel or fireside. Candid conversation on where AI and data are taking financial services.

AUDIENCES

Credit unions, banks, fintechs, and the teams that market them. Built for marketing leaders, executives, and boards.

WHY KEVIN

- Founder of Atlas Instinct, an AI visibility advisory for financial institutions
- 20+ years leading marketing, analytics, and growth in financial services
- Contributor to The Financial Brand; featured on the PBS series Viewpoint
- Author of two books; host of The Story Amplified Podcast

SELECTED ENGAGEMENTS

Financial Brand Forum 2026

Fixing AI Search Blind Spots Across Your Digital Presence

Future Branches Austin 2025

The future of member experience

WHAT ORGANIZERS GET

A session built on real data, with takeaways an audience can use the same day. No filler, and no jargon for its own sake. A speaker who is prepared, easy to work with, and who promotes the event to his own audience before and after.

Bring Kevin to your stage. [Let's talk.](#)

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