



Stéphane Jambu

International Speaker · SEO · AI · Vibe Coding

650+ clients 1,300+ semantic clusters 25+ talks 80+ LinkedIn testimonials Based in Siem Reap

SHORT BIO · 50 WORDS

Stéphane Jambu forges **growth systems** at the intersection of AI and neuroscience. Founder of Hi-Commerce, he industrialises topical authority with RAG pipelines, n8n automation, and offshore expert teams. 650+ brands, 1,300+ semantic clusters shipped. He writes on GEO, AI-search visibility, and cognitive copywriting.

SPEAKING TOPICS



The Google Leak — 14,014 Attributes Decoded

Opening the May 2024 GitHub leak live. The six modules that actually explain rankings — NavBoost, Twiddlers, siteAuthority, PageQualityScore — turned into this-week decisions.



Inside Claude — How LLMs Cite a Brand

Opening Claude Code's open source repo on stage. The four patterns that decide which brand gets named in an AI answer — and the content moves that earn the citation.



Two-World Visibility — Google + LLMs

Scoring a real client brand against six Google modules and four Anthropic patterns. Five decisions that move it in both worlds.

CREDENTIALS

- ▶ Engineer (EPSI) · 1996
- ▶ Dale Carnegie — High Impact Presentations (2020)
- ▶ Train the Trainer — Locoform (2020)
- ▶ SEO Certification — Bourrelly BootCamp
- ▶ BMO Academy — Neuroscience & Business (2019)

PAST VENUES (SELECTION)

- ▶ SEO Campus Paris & Lyon
- ▶ Semrush France
- ▶ Kedge Business School Bordeaux
- ▶ Medef Bordeaux
- ▶ WordCamp Bordeaux
- ▶ Malt Academy
- ▶ Semji · Cocolyze · Mentor Marketing

FORMATS AVAILABLE

- ▶ Keynote — 20 to 45 min
- ▶ Workshop — 60 to 180 min
- ▶ Live demo + Q&A — 30 min
- ▶ Podcast / webinar — remote OK
- ▶ Languages — EN & FR

BOOK STÉPHANE

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Calendly · calendly.com/sjambu/introductory-point-45-mn-with-stéphane-jambu

Site · stephane-jambu.com

Agency · hi-commerce.fr

FAST FACTS

Name	Stéphane Jambu	Title	International Speaker — SEO · AI · Vibe Coding
Company	Founder, Hi-Commerce (hi-commerce.fr)	Based in	Siem Reap, Cambodia (UTC+7)
Languages	English & French	Reach	650+ clients · 80+ LinkedIn testimonials
Output	1,300+ semantic clusters · 25+ talks	Operating	100% async, cross-border from Asia

BIOGRAPHY

SHORT · 50 WORDS

Stéphane Jambu forges **growth systems** at the intersection of AI and neuroscience. Founder of Hi-Commerce, he industrialises topical authority with RAG pipelines, n8n automation, and offshore expert teams. 650+ brands, 1,300+ semantic clusters shipped. He writes and speaks on GEO, AI-search visibility, and cognitive copywriting.

MEDIUM · 100 WORDS

Stéphane Jambu forges **growth systems** at the intersection of AI and neuroscience. Founder of **Hi-Commerce**, a French agency that engineers organic visibility at industrial scale, he has shipped **1,300+ semantic content clusters** for **650+ brands** and built editorial teams across France, Madagascar, Benin and Cambodia. He industrialises content with RAG pipelines, n8n automation and offshore expert teams, delivering topical authority at 50-100 pages per week per project. His work spans three frontiers: AI-search visibility (GEO/AEO), topical-authority engineering, and cognitive copywriting with the DOSE framework. He runs everything remotely from Siem Reap, Cambodia.

LONG · ~220 WORDS

Stéphane Jambu forges **growth systems** at the intersection of AI and neuroscience. Founder of **Hi-Commerce**, a French agency that engineers organic visibility at industrial scale, he has deployed **1,300+ semantic content clusters** for **650+ brands**, earned 80+ LinkedIn testimonials, and built content teams across France, Madagascar, Benin, and Cambodia.

He industrialises content production with retrieval-augmented generation (RAG) pipelines, n8n orchestration, and offshore expert teams, shipping topical authority at 50-100 pages per week per project. His work focuses on three frontiers: **AI-search visibility** (GEO/AEO across ChatGPT, Perplexity, Claude, Gemini), **topical-authority engineering** (a structured adaptation of the Tréca method), and **cognitive copywriting** (applying the DOSE neuroscience framework to SEO and CRO).

On stage, he is known for opening primary sources live — the leaked Google ranking attributes and Anthropic's open Claude code — and turning them into decisions an audience can apply the same week. He runs his businesses and teams remotely from Siem Reap, Cambodia, as a fully async, cross-border operation.

01 The Google Leak — What 14,014 Internal Attributes Really Tell Us

May 2024. 14,014 internal Google search attributes leaked on GitHub. Everyone read the list. Almost no one mapped the structure. On stage, I open the leak live and walk through the six modules that actually explain rankings — NavBoost, Twiddlers, siteAuthority, PageQualityScore — and translate each one into a decision you can make this week.

- ▶ **For** — SEO leads, content & growth teams, agency owners
- ▶ **Format** — Keynote 20-45 min · Workshop up to 90 min
- ▶ **Takeaways** — the 6 modules that drive rankings
- ▶ one concrete decision to apply per module

02 Inside Claude — Decoding How LLMs Actually Cite a Brand

Google leaked. Anthropic gave us something else: open source code, public system prompts, Constitutional AI papers. Live, I open the Claude Code repository and decode the four patterns that decide which brand gets named in an AI answer — and the content moves that earn the citation.

- ▶ **For** — brands, SEO/GEO teams, content strategists
- ▶ **Format** — Keynote 30-45 min · Live demo 30 min
- ▶ **Takeaways** — the 4 patterns behind LLM citations
- ▶ the content moves that earn the mention

03 Two-World Visibility — Engineering for Google + LLMs at the Same Time

Your brand now has to win in two places: Google's ranking modules and LLM citation patterns. Both have leaked enough material to engineer for them. Live, I take a real client brand, score it against the six leaked Google modules and the four Anthropic patterns, and show the five decisions that move it in both worlds.

- ▶ **For** — marketing leaders, in-house SEO, e-commerce
- ▶ **Format** — Keynote 30-45 min · Workshop up to 120 min
- ▶ **Takeaways** — score a brand across 6 + 4 signals
- ▶ 5 decisions that move both Google & LLMs

EVERY TALK IS ANCHORED IN PRIMARY SOURCES

- ▶ The leaked Google ranking attributes (May 2024) — opened and mapped live, not summarised from blog posts.
- ▶ Anthropic's open Claude code, public system prompts and Constitutional AI papers.
- ▶ 1,300+ semantic clusters of real field calibration across 650+ brands.

650+

CLIENTS

1,300+

SEMANTIC CLUSTERS

80+

LINKEDIN TESTIMONIALS

25+

TALKS

10

JDN COLUMNS

PUBLISHED COLUMNS — LE JOURNAL DU NET (10)

- ▶ Backlinks premium — Google sait que vous les avez achetés · JDN SEO
- ▶ 60 000 € en SEO paraissent chers — sur 3 ans c'est l'inverse · JDN SEO
- ▶ Vos concurrents ont un actif SEO que vous n'exploitez pas — leur marque · JDN SEO
- ▶ 1 300 cocons sémantiques plus tard — ce que j'ai appris sur le SEO e-commerce · JDN SEO
- ▶ Google nous ment — et maintenant ? · JDN SEO
- ▶ Le calcul du ROI du SEO par l'exemple · JDN SEO
- ▶ Les types de pages d'un cocon sémantique · JDN SEO
- ▶ +123 % de trafic après la mise en place d'un cocon sémantique · JDN SEO
- ▶ Mon agence fonctionne sans moi, ce n'est pas un hasard · JDN Start-up
- ▶ La connaissance qui dort dans vos équipes vaut plus que votre CRM · JDN Business

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CONTRIBUTOR PLATFORMS[Journal du Net — published](#)[Search Engine Journal](#)[Search Engine Land](#)[Moz Blog](#)[Semrush Blog](#)[Ahrefs Blog](#)[CMSWire](#)[Content Marketing Institute](#)**PRESS ASSETS**

- ▶ High-resolution headshot (2000×2000) — on request
- ▶ Hi-Commerce logo & brand colors — on request
- ▶ Bios — 50 / 100 / 220 words (this kit)
- ▶ Talk titles, abstracts & tech rider — this kit

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