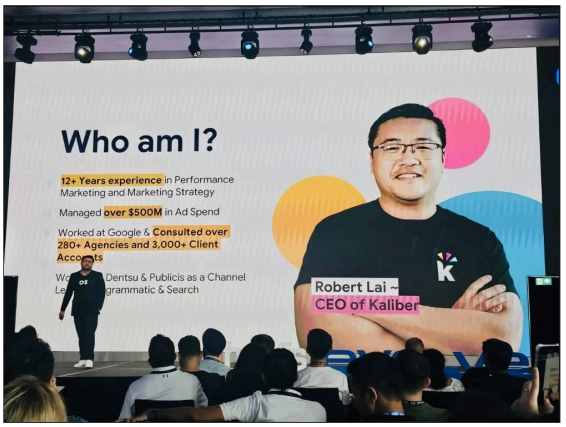
#speaker

Robert Lai

Founder of Kaliber and Head of Community at APAC Marketers. Fifteen years in marketing, including two tenures at Google. An honest, contrarian speaker on AI, search and marketing.

SYDNEY · NEW YORK · SINGAPORE



main stage · ahrefs evolve

#on-stage-at

ahrefs EVOLVE · HYPER GROWTH SUMMIT · dma · ECOMMERCE EXPO · DMEXCO ASIA · eTail ASIA · HubSpot · LinkedIn · APAC Marketers

#background

Sydney. New York. Singapore.

01 · WHERE IT STARTED

Sydney

Cut his teeth in Sydney's agency networks: GroupM, PHD, iProspect and Publicis, as a channel lead in programmatic and search.

02 · GOOGLE

New York

Joined Google in New York as an award-winning consultant to marketing agencies, the first of two tenures at Google.

03 · NOW

Singapore

Second tenure at Google, then founded Kaliber in 2020. Head of Community at APAC Marketers, 2,000+ marketers across the region.

15
years in marketing

2×
tenures at Google

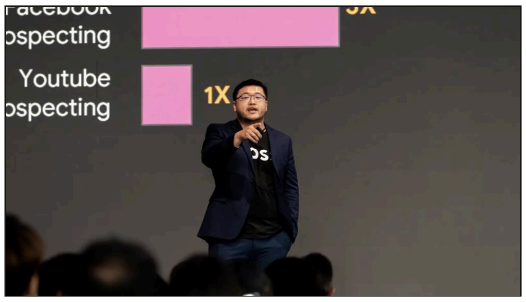
280+
agencies consulted at Google, 3,000+ client accounts

US$500M+
media managed across Asia Pacific

Brands he has worked with include Stripe, Pfizer, Unilever, AMD, Okta, Adobe, Glints, Mekari and Zenyum.

#on-stage

On stage



ahrefs EVOLVE

Ahrefs Evolve, three years running

2024	Introduction to Performance Branding · sold out, 500 attendees
2025	Ahrefs Evolve Mini
2026	Growth happens before search intent · featured by Ahrefs

Oct 2026	**Hypergrowth Summit**	Keynote · 450 attendees
Aug 2026	**Marketers and AI · Chimera Collective**	Speaker
Oct 2025	**eCommerce Expo Asia × DMEXCO**	Talk
May 2025	**Digital Marketers Australia**	Keynote · Sydney
May 2025	**eTail Asia**	Speaker
Oct 2022	**HubSpot × LinkedIn**	Panel moderator
Ongoing	**APAC Marketers**	Head of Community · host



with vinh giang



digital marketers australia



with byron sharp

#from-the-room · on linkedin

What people wrote after.

“Before you speed up a process with AI, has anyone checked whether that process should exist at all? I sat with that for a while after the session ended.”

Dr Gireesh Likhyani
Fractional CMO · Hypergrowth Summit 2026

“Robert Lai gave one of my favorite talks.”

Casey Burridge
Head of Marketing, GravityKit · Ahrefs Evolve 2026

“Stop Using AI. Start Diagnosing the Work.” particularly caught my attention. It challenged me to rethink how we approach AI adoption.”

Hsiao Yuh Tyng
AI Marketing Strategist · Hypergrowth Summit 2026

“We already got a sharp takeaway from Robert’s session. Intent is rarely as simple as the keyword makes it look.”

Authority Juice
Ahrefs Evolve 2026

“The buyer journey is not a funnel. It follows Situation, Question, then Keyword.”

Primal
Recap of Ahrefs Evolve 2026

“Fix the business first, then add the technology.”

Jacques Duquesne
Director, Numeral42 · Hypergrowth Summit 2026

#talks

Talks

STOP USING AI.

Start diagnosing the work. Fix the business before you add the technology.

HYPERGROWTH SUMMIT 2026

Growth happens before search intent.

Win the buyer's situation before they type a keyword.

AHREFS EVOLVE 2026

Performance branding.

Break free from the bottom funnel: brand and performance as one system.

AHREFS EVOLVE 2024

Building a Marketing OS.

Marketing teams are dead. You now need a system.

NEW FOR 2026

Book Robert: robert@kaliber.asia · kaliber.asia/robertlai

kaliber

© 2026 KALIBER ASIA PTE LTD · SINGAPORE