



Syed Irfan Ajmal

FRACTIONAL CMO · SPEAKER · FOUNDER, DMR.AGENCY

SPEAKER MEDIA KIT

2026 BOOKINGS OPEN

04

COUNTRIES ON STAGE

SPEAKING

KEYNOTES · WORKSHOPS · PANELS · 2026 BOOKINGS OPEN

Talks that move a *metric.*

Fractional CMO and international speaker who helps founders get found, get covered, and get customers, without paying for attention.

Digital PR

MOST-REQUESTED TOPIC

Personal Branding

AUTHORITY & VISIBILITY

SEO & GEO

ORGANIC GROWTH SYSTEMS

15+ INTERNATIONAL STAGES



DMSS · BALI · PRESENTING TO 500+

1.5M

MONTHLY VISITORS (RIDESTER)

\$1.2M

ORGANIC REVENUE (NATIONAL TYRES)

100+

MEDIA LINKS PLACED

22 yrs

IN THE FIELD

300+

CLIENTS · 20+ COUNTRIES

Why pay for attention when you can *earn it*?



SYED IRFAN AJMAL · FOUNDER, DMR.AGENCY

Syed Irfan Ajmal is a Fractional CMO, international speaker, and the founder of DMR.agency, a boutique digital PR and earned-media practice he launched in 2013. For more than two decades he has helped founders and marketing teams get found, get covered, and get customers through the synthesis of SEO, digital PR, and content marketing.

Across 22 years and **300+ clients in 20+ countries**, his campaigns have produced results that hold up to scrutiny: **Ridester** from a brand-new domain to 1.5M monthly visitors in twelve months, and **National Tyres** from \$160K to \$1.2M in monthly organic revenue. He holds a Master's in International Business & Entrepreneurship from Mälardalen University in Sweden, and was selected for BlackBox Connect (Silicon Valley, 2014). His newest work focuses on **GEO**, helping brands become sources that AI engines cite by name.

Every talk is case-study-led, with a take-home playbook the room can use on Monday.

§ WHY BOOK IRFAN

■ 0 → 1.5M visitors

Ridester, from a brand-new domain in 12 months

■ 100+ media links

High-authority placements since 2013

■ 4 countries on stage

Audiences up to 500+, plus 20+ podcast & webinar appearances

■ \$160K → \$1.2M

National Tyres, monthly organic revenue

■ 300+ clients

Across 20+ countries

■ Cited by AI, not just Google

Forward-looking GEO expertise for 2026 audiences

Two talks I can give *in my sleep*.

Twenty-two years of work has settled into two flagship talks and a handful of close cousins, each built around real case studies, the numbers behind them, and a playbook the audience can apply on Monday morning.

Digital PR for Publicity MOST-REQUESTED

Land bylines, quotes, and features in the publications your buyers actually read, without hiring a PR agency. HARO, journalist outreach, and story design, and why those earned mentions are now the sources AI engines quote.

WHAT THE AUDIENCE LEAVES WITH

- Why earned media outperforms paid in 2026
- The HARO playbook: pitch, follow-up, conversion
- Tactics for landing Forbes, HBR, and HuffPost
- Building journalist relationships that compound
- Measuring earned-media ROI the right way
- GEO link: why getting quoted is how you get cited by AI

60+

MEDIA PLACEMENTS ·
SINGLE CAMPAIGN

KEYNOTE
WORKSHOP
WEBINAR

Boosting Organic Visibility through SEO-PR & GEO

MOST-REQUESTED

The synthesis of SEO and digital PR: compound rankings and authority by earning links instead of buying them, and how that same authority now decides whether AI engines name you. Built on 100+ campaigns.

WHAT THE AUDIENCE LEAVES WITH

- The SEO-PR loop: content, outreach, authority, rankings
- From ranking on Google to being named by AI (the GEO shift)
- Where in-house teams plateau, and how to break through
- Live case study: Ridester, 0 to 1.5M visitors
- How Centriq saw 120% more traffic and 6x signups
- Practical GEO first steps: structured data, llms.txt, AI checks

6x

DAILY SIGNUPS ·
CENTRIQ CASE

KEYNOTE
WORKSHOP

§ ALSO IN REGULAR ROTATION

Brand Yourself for Success

Personal branding for founders & operators. The five pillars (clarity, consistency, content, community, credibility), and how a strong brand makes you the expert AI names.

Writing Your Way to Success

Content marketing that builds brand, authority, and pipeline, with case studies (Buffer, River Pools, a \$200K/mo client), plus structuring content so AI can quote it.

Media Hacks · Free Publicity

A tactical, no-budget playbook for getting featured in Forbes, HBR, and HuffPost without an agency retainer. The coverage that now feeds AI visibility.


<p>§ 03 SPEAKING FOOTPRINT</p> <hr/> <p>2018 Arabian Travel Market · Dubai, UAE · Panel</p> <hr/> <p>2018 IN5 Innovation Hub · Dubai, UAE · Workshop</p> <hr/> <p>2017 DMSS Conference · Bali, ID · ~500 audience</p> <hr/> <p>2016 MPS2016 · M Powered Summit · Dubai, UAE</p> <hr/> <p>2016 AstroLabs · Dubai, UAE · Talk</p>	<p>2016 MaGIC · Cyberjaya, MY · Workshop</p> <hr/> <p>2014 G-Day X · Peshawar, PK · Keynote</p> <hr/> <p>SEMrush · Webinar · audience to thousands</p> <hr/> <p>Uhubs · London, UK · Webinar</p> <hr/> <p>Durshal · Peshawar, PK · Workshop</p>
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§ 04 WHAT HOSTS SAY

FILED FROM LONDON


“A super practical session, clear slides, and concise answers. A great speaker with hands-on advice and an amazing personal story.”



ASH ALI
Co-Founder, Uhubs · ex Head of Marketing, Just Eat

FILED FROM BALI

“Syed is an excellent public speaker. He gave me great, actionable tips to increase our media exposure. He comes highly recommended.”



BRIE MOREAU
Organizer, DMSS Conference

FILED FROM SAN FRANCISCO


“If you are looking for a dynamic global speaker, reach out to Irfan. He delivers on the art and science of speaking, and more.”



CHUCK WANG
Founder & ex Interim CMO · Host, MVP Marketing Podcast

FILED FROM SINGAPORE

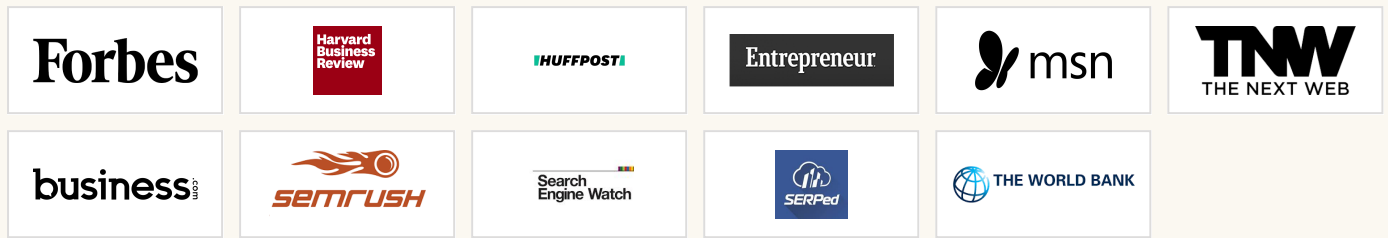
“His knowledge of content marketing, SEO, and growth hacking makes him an ideal speaker. His friendly, humble nature makes attendees interact easily.”



MARYAM A. MAHMOOD
Partnerships · now @ Google · Singapore

§ 05 AS FEATURED IN

bylines & citations



§ BOOKING & LOGISTICS

<p>FORMATS</p> <p>Keynote (20-45 min) · Workshop (half / full day) · Panel · Webinar · Podcast · Radio / video</p>	<p>DURATION</p> <p>20 min · 45 min · half-day · full-day</p>	<p>RESPONSE</p> <p>Booking enquiries answered within one working day.</p>
<p>LANGUAGES</p> <p>English (primary) · Urdu · Pashto · Swedish (basic) · Danish (basic)</p>	<p>TRAVEL</p> <p>North America · EU · APAC · virtual worldwide</p>	<p>CONTACT</p> <p>sia@syedirfanajmal.com · @syedirfanajmal</p>

§ FOR THE EMCEE · ~60 WORDS

“ Our next speaker has spent 22 years answering one question: why pay for attention when you can earn it? He has taken a brand from zero to 1.5 million monthly visitors, earned clients coverage in Forbes and Harvard Business Review, and spoken on stages across four countries. Please welcome the founder of DMR.agency, Syed Irfan Ajmal.

Invite me to your stage.

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