

Net Solutions Launches Exec Summit with Profound to Help Leaders Win Visibility in Zero-Click AI Era

Net Solutions hosts invite-only London summit on Feb 11, 2026, helping leaders turn AI investments into competitive advantage amid zero-click search.



London, England Jan 28, 2026 ([IssueWire.com](https://www.issuewire.com)) - As AI-driven platforms fundamentally change how consumers discover, evaluate, and purchase products, Net Solutions today announced an invite-only executive summit, "*Competing in the AI Era*," in collaboration with Profound. The event will take place on **February 11, 2026**, at **Batch LDN, London**, and is designed to help senior leaders translate AI investment into sustained competitive advantage.

With nearly **60% of searches now resulting in zero-click outcomes**, traditional SEO and digital growth strategies are rapidly losing effectiveness. The summit addresses a growing challenge facing enterprises: how to remain visible, relevant, and commercially competitive as discovery shifts from search engines to generative AI systems and autonomous agents.

The summit introduces **Growth Engineering** - a disciplined, execution-focused approach that unifies data, technology, and organisational culture to drive continuous growth in an AI-first environment. The session is designed to help leadership teams move from fragmented AI initiatives to an integrated growth strategy aligned with AI-driven discovery and emerging models of agentic commerce.

Tackling the AI Discovery and Visibility Crisis

Attendees will gain a practical roadmap to address four critical challenges facing modern enterprises:

- **Solving the Visibility Crisis:** Understanding why only a fraction of traditional SEO signals influence AI rankings, and how brands can stay discoverable in zero-click environments.
- **Operationalising Continuous Innovation:** Moving beyond one-off digital transformations to a sustainable model of ongoing evolution.
- **Breaking Organisational Silos:** Aligning data, technology, and commercial teams around a single AI-led growth strategy.

- **Defining the Agentic Commerce Roadmap:** Preparing leadership teams for the shift from traditional e-commerce to AI-driven, agent-based purchasing journeys.

Expert Perspectives from the Front Lines of AI Transformation

The summit brings together leaders actively shaping the AI discovery and commerce landscape:

- **Sartaj Rajpal**, Leader in Research at Profound, will explore how generative AI is reshaping brand discovery, customer journeys, and purchasing behaviour across the AI ecosystem.
- **Alfred Biehler**, Innovation and Transformation Expert, will address the people and culture imperative, highlighting how organisations can build the behavioural foundations required to turn AI into measurable business value.
- **Sameer Jain**, CEO of Net Solutions, will outline how enterprise platforms and architectures must evolve to compete in the AI era.
- **Andrew Jackson-Proes**, Global Sales and Marketing Leader at Net Solutions, will share insights on how to bridge technical capability with market dominance through AI-led growth strategies.

Event Details

Date: February 11, 2026

Location: Batch LDN - The Batch Members Club, London

Agenda Highlights:

- 8:00 AM - 8:30 AM : Welcome Breakfast
- 9:00 AM - 9:30 AM : Expert-led sessions on AI discovery, culture, and growth engineering
- 9:30 AM - 10:15 AM : Executive panel discussion: *Preparing for an AI-Powered Future: A Plan for Action*
- 10:15 AM - 10:30 AM : Closing remarks and networking

For more information, visit - <https://www.netsolutions.com/news-events/competing-in-the-ai-era-executive-summit-london/>

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