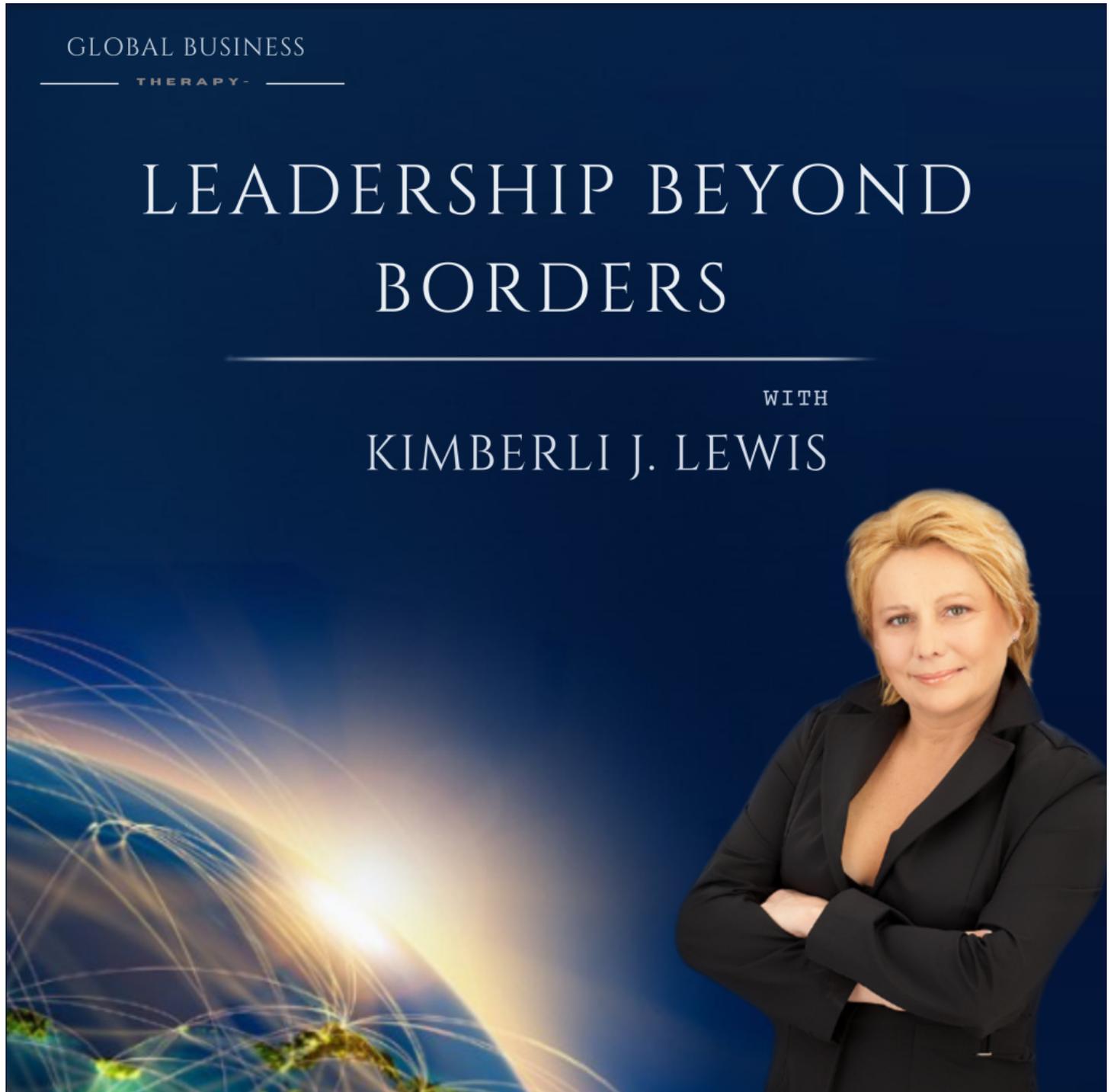


# VoiceAmerica-Leadership Beyond Borders

Leadership in the Age of AI Discovery with Wendi Sturgis



**Phoenix, Arizona Mar 11, 2026 ([Issuewire.com](http://Issuewire.com))** - In this Episode of Leadership Beyond Borders, Kimberli Lewis welcomes Wendi Sturgis, Senior Vice President International at Yext, for a powerful conversation about leadership, disruption, and what AI-driven discovery means for brands today .

This episode explores a pivotal moment in digital transformation — one that feels strikingly familiar to those who have lived through previous platform shifts, from the early internet to search and social

media. But this time, AI is fundamentally reshaping how brands are discovered, interpreted, and trusted.

## **From Platform Shifts to AI Inflection Points**

Wendi has built her career at the forefront of digital transformation, holding senior leadership roles at Yahoo!, Oracle, Gartner, and serving as CEO of Cleverbridge and Yext Europe . Having experienced multiple waves of disruption, she shares what feels familiar about today’s AI moment — and what is genuinely different.

One key insight: this shift isn’t just about new channels. It’s about a new audience. Brands are no longer positioning themselves solely for human consumers — they must now also be legible, structured, and trusted by machines.

## **Brand Positioning in an AI Ecosystem**

As AI assistants increasingly shape discovery, brand visibility has become an ecosystem rather than a channel. Creativity still matters — but structure now underpins storytelling. Trusted, structured data is no longer an operational afterthought; it is the backbone of discoverability.

Wendi explains why brands will not “accidentally” perform well across large language models and AI search interfaces. Intentional strategy, experimentation, and internal alignment are now critical leadership responsibilities.

## **Measurement, Budgets & Boardroom Conversations**

The discussion also turns practical. Website traffic may be declining, but that doesn’t necessarily signal failure — it may signal outdated measurement models. As discovery increasingly happens off-site and within AI interfaces, leaders must rethink KPIs and success metrics.

Wendi makes a compelling case that organizations should dedicate 10–15% of their budgets to innovation to avoid being left behind. Experimentation, she argues, is not reckless — it is responsible leadership.

## **Why This Conversation Matters Now**

AI is not a future scenario; it is reshaping competitive advantage today. For CMOs, CROs, founders, and board members, the question is no longer if AI will change discovery — but how quickly they are willing to adapt.

This episode offers grounded insight for leaders who want to stay ahead of disruption rather than react to it.

???? Listen to the full recording here: <https://podcasts.apple.com/us/podcast/leadership-in-the-age-of-ai-discovery-with-wendi-sturgis/id1245949036?i=1000754472642>

About the Guest Wendi Sturgis is Senior Vice President International at Yext, leading strategy and growth outside North America with a focus on EMEA. She brings decades of experience across technology, ecommerce and digital innovation. Yext (NYSE: YEXT) is a leading brand visibility platform built for a world where discovery happens across AI search, traditional search, social media.

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