

# WSI Names Alison Lindemann Brand Ambassador of the Year

*Why a Southern California consultant's local trust, and the network behind her, is the standard WSI clients should expect.*

TORONTO, ONT, CANADA, August 13, 2026 /EINPresswire.com/ -- [WSI](#), a global network of digital marketing and AI consultants, has named Southern California consultant [Alison Lindemann](#) its Brand Ambassador of the Year. The award recognizes the trusted relationships she has built with clients and the way she strengthens the wider WSI network by sharing what she learns with other consultants.



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*Alison Lindemann, 2026 WSI  
Brand Ambassador.*

Business owners have no shortage of marketing options. But more choices also mean more ways to invest in the wrong thing. For clients across Los Angeles, Santa Clarita, and Valencia, Lindemann has been the steadier alternative: a consultant who helps them make practical, informed decisions instead of chasing the latest trend. After leaving a corporate career more than 20 years ago, she built her business through long-term relationships, local credibility, and a track record of delivering results for her clients.

That same commitment to relationships extends beyond her own clients. Over more than 20 years with WSI, Lindemann has become a valued contributor to the broader network, generously sharing her experience, supporting fellow consultants, and helping strengthen the collective knowledge WSI brings to its clients. It reflects one of the strengths of the WSI model: clients benefit from the trusted relationship and market knowledge of a local consultant, backed by the experience and expertise of a global network.

That approach extends beyond her own clients. Through WSI's internal channels, Lindemann recently flagged pending online privacy legislation she'd learned about through a client, giving consultants across the network an early chance to prepare their own clients before the requirements took effect. That's the difference for a WSI client: you're not buying one person's

opinion. You're getting experience that's shared across the network and applied in the real world.

"Clients want more than marketing activity. What sets you apart is the relationship. That's why business owners partner with me instead of the agency next door," Lindemann said. "I had to build those relationships over years, and it really did take that long."

"Alison is incredibly deserving of this recognition because she represents what it means to be a WSI Brand Ambassador," said Valerie Brown-Dufour, President of WSI. "She has built lasting relationships and a strong reputation in her community, while also being a generous and engaged member of our global network. She understands that how each of us represents WSI strengthens the brand for all of us, and she has lived that throughout her more than 20 years with WSI."

Lindemann says the recognition reflects more than her own work.

"We're the collective of all of us," she said. "How we represent the WSI brand affects everyone across the network."

Outside of her consulting practice, Lindemann has volunteered with the cancer support nonprofit Circle of Hope for nearly a decade, serving on its executive board and as a support group co-facilitator. It's the same long-term commitment she brings to the businesses and communities she serves.

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#### About the WSI Brand Ambassador Award

WSI's Brand Ambassador of the Year recognizes a consultant who reflects the standards WSI is built on. For clients, it points to more than any one consultant: a network where those standards are shared, so the trust and guidance they rely on carries across it.

#### About WSI

Founded in 1995 and headquartered in Toronto, Canada, WSI is a leading global network of digital marketing and AI consultants: a community of agencies, each rooted in its local market and backed by knowledge shared across the network. For more than 30 years, WSI has been a strategy-first partner to businesses through every major shift in digital, from search to AI, pairing



Valerie Brown-Dufour, President of WSI, presents Alison Lindemann with the Brand Ambassador of the Year award at WSI's 2026 Global Convention.

practical strategy with hands-on execution rather than one-off campaigns. Guided by its mission to unlock a world of possibility for those it serves, WSI helps businesses use digital and AI to strengthen the people and relationships behind them, not replace them. That belief is the heart of its tagline: Embrace Digital. Stay Human.

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