

Michael Kloth

MFA, CPP

AI methodology taught from inside a working photography business.

ABOUT

I have run a mobile studio photography business since 2006, photographing executive headshots and fine art pet portraits, based in Tucson since 2011. Since June 2025 I have used AI tools daily inside that business: client communication, content strategy, search and AI visibility, and application development. I publish the results in *The Art and Business of Photography in the Era of AI*, a newsletter for working photographers, and I teach from the same material. What worked, what failed, and how to tell the difference before it costs you.

SPEAKING TOPICS

Making AI Output Sound Like You

The voice guide, project knowledge, and feedback loop that turn generic AI drafts into recognizable output. Built and maintained inside a working studio, and reproducible by any photographer willing to do the documentation.

Who Does the AI Think You Are?

How AI assistants decide which photographers to cite and recommend. A replicable method for checking your own visibility across Claude, ChatGPT, Gemini, and Perplexity, and the third-party signals that move the answer.

Guardrails: Using AI Without Publishing Fiction

AI fabricates with confidence. The review workflow, prohibitions, and disclosure decisions that let a business use these tools without eroding client trust.

Vibe Coding for Photographers

I built a wall art visualizer for my print business using AI coding agents and no engineering background. What agentic tools give a solo photography business, and where they waste your time.

RECENT APPEARANCES

- Featured speaker, First Fridays: AI, Technology, and the Future of Animal Welfare (Outcomes Consulting, 2026)
- Guest presenter, AI for Animal Welfare Professionals course (Outcomes Consulting, 2026)
- Invited program presentation, Friends of Pima Animal Care Center (2026)
- Guest content series and online workshop in development with HeARTs Speak (2026)

WHAT HOSTS AND PARTNERS SAY

"His perspective is unique and fascinating."

Kristen Hassen, Founder and CEO, Outcomes Consulting

"Michael Kloth is a gem who supports the Humane Society of Southern Arizona's pets through his photography, which tells beautiful stories."

Karen Hollish, Chief Development and Marketing Officer, Humane Society of Southern Arizona

CREDENTIALS

Adobe Certified Expert (Photoshop, Lightroom, Premiere Pro) and Adobe Certified Instructor · Google AI Essentials and Prompting Essentials (2025) · Adjunct Professor of Fine Arts, Washington State University Tri-Cities (2010–2018) · Adjunct Instructor of Photography, Art Institute of Pittsburgh Online (2012–2014) · MFA in Photography, Academy of Art University · Certified Professional Photographer (PPA), one of about 2,500 nationwide · Member, PPA and ASMP · Author, *Shelter Cats* and *Shelter Puppies* (Merrell Publishers) · Work in the TMC Foundation Healing Arts permanent collection · Publisher, *The Art and Business of Photography in the Era of AI* · National media: NPR's Dog Talk (2010, 2011), Martha Stewart Living Radio on Sirius/XM (2010), Animal Radio (2010)

