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# ALLEN QU

▪ **Founder & CEO of Netconcepts China**

**LONDON  
SPEAKER  
BUREAU**

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## Topics

- Asia
- China
- Digital
- E-commerce
- Internet
- Marketing
- Technology

Allen Qu founded Netconcepts China in 2008 to provide online marketing solutions for the world's leading organizations and Internet companies in Greater China, US, Australia, New Zealand, Europe and Japan markets, including DangDang.com, Amazon.cn, Vancl.com, Air China, Air France, Expedia, eLong.com, Hotels.com, Philips, TCL, LG, Huawei, Lightinthebox.com, Dianping.com, Taikang Life, Qunar.com, Zhaoping.com, New Oriental Group, eBay China and many more.

Netconcepts China has been ranked as the No.1 SEO service provider in China, one of the largest online marketing solution providers and one of the top 10 e-commerce and mobile solution providers in China. Netconcepts China currently has offices in Beijing, Shanghai, Shenzhen, Chengdu and Jinan cities.

Allen Qu is the Special Professor of online marketing for the master's degree at Beijing University of Aeronautics and Astronautics and Beijing Open University. He is also the Special Adviser for Baidu College. Allen graduated from The University of Auckland with a degree in marketing and IT. He is also a Google AdWords Qualified Individual, Yahoo! Search Marketing Ambassador, Certified eMarketer and Certified Direct Marketer.

Allen's expertise includes search engine optimization (SEO), paid search management (SEM), social media optimization, mobile internet marketing solutions, database marketing and integrated marketing strategies. In addition, he's a frequent speaker at online marketing conferences around the world, including SMX, ad:tech, SES (ClickZ Live), TFM&A, Harvard University and many other conferences and TV shows. Allen also founded SEO University and the China SEO Ranking Award.