

Christoph C. Cemper

Founder & CEO of LinkResearchTools (LRT)

Vienna

ChristophCemper.com/#contact LinkResearchTools.com



Summary

Father, Founder, CEO, Digital Marketing Enthusiast, SEO, Developer, Speaker, Trainer, Lecturer, Author with a focus on delivering WOWs, perfect results. Defining myself by new achievements every day. Very creative and analytical mindset. Persuasive in speaking and writing.

My motto: "Whatever it takes" or German: "Machen nicht reden".

Work experience

Lecturer Marketing Controlling 2019 - 2019
FH Wien

Lecturer FH Salzburg 2018 - 2019
Digital Marketing Experts Executive MSc
Guest lecturer for "Link Building" at FH Salzburg

Founder & CEO since 2009
LinkResearchTools
LinkResearchTools help users understand the millions of backlinks they have pointing to their websites. By giving them these insights, they can improve their organic traffic, visitor conversion and even avoid or fix Google penalties that they got for wild-west SEO (search engine optimization) of the past.

Roles in the past: Marketing, Sales, Training, Development, QA, Admin, Accounting, Recruiting, Customer Support, IT Infrastructure, AKA "everything".

Currently focused on Marketing and Sales, establishing team lead management.

Founder, General Manager and Chief SEO 2004-01 - 2012-12
CEMPER.COM

Founder, General Manager and Chief SEO. CEMPER.COM specializes in advanced link building strategies to improve your organic traffic from major search engines like Google.

Project Manager 2003-09 - 2004-12
Sphinx-IT

Project Manager for a new production business process management software. Centralized order and production workflow in a custom software. Analyzed and brought to production in less than two years, when big consulting houses tried and failed for over ten years to do the same.

Project Manager 2001-09 - 2003-06
DB Systems

Team Project Manager for a new ticketing software of MAV, Hungarian railway.

Books

Spaghetti Code -
Detangling Life and Work with
Programmer Wisdom (2017)

A dozen eBooks at
academy.linkresearchtools.com

TV Appearances

ORF2 - Google Right To Be Forgotten

ORF2 - EU penalizing Google

ORF2 - Amazon's power

ORF2 - Willkommen Österreich

And 100s of educational webinars and videos on YouTube, Facebook, Gotowebinar, Zoom and others.

Published in

Forbes

Search Engine Land

Search Engine Journal

Marketing Land

Website Boosting

And dozens of other industry blogs and magazines.

Presented at

BrightonSEO

8P Odessa

SES Berlin

SES London

SES New York

SES San Francisco

Project Manager Impress Software	2000-01 - 2001-09	SEOkomm SMX East SMX London SMX Munich SEO Campixx Berlin PubCon Las Vegas Superaffiliate Amsterdam ZEOSEO Istanbul
Project Manager for development of a couple early eCommerce projects, including workflow and business process automation prototypes.		
Software Specialist Scientific Games Inc	1993-08 - 1999-12	
Software Specialist for the analysis, implementation and roll-out of a new central lottery software for state lotteries in Germany, France, Australia.		
Computer Games developed and sold as Teenager Self-employed	1988 - 1994	And numerous others, smaller conferences since 2008
During my teenage years I developed eight computer games and a "disk magazine" (precursor of multi-media CD roms) and sold the rights to publishing houses. A comprehensive list can be viewed here https://lrt.co/c64ccc/cv		

Education

MASTERS FH Wien Marketing & Sales	2003 - 2007
Mag.(FH) Master Thesis: "Online Community Development and Engagement"	
BACHELORS HTL Wien 22 Informatics	1989 - 1993
Final Project: "Speech Recognition to take voice commands to control a computer system". Still a hot topic today with voice search.	

Awards

Thought Leader to Follow 2018
Top 100 Influencer Germany 2017
Top 100 Influencer Germany 2016
Top 100 Influencer Germany 2015

Training

Too many to list