



渠成

- ◆ **公司及职务：**耐特康赛创始人/董事长兼CEO
- ◆ **参选类别：**TMA十周年——移动营销领军人物

渠成，耐特康赛创始人/董事长兼CEO，北航互联网营销与管理专业研究生特聘教授，中国商务广告协会常务理事，《国际品牌观察》杂志总编辑，新西兰政府特聘顾问，《B2B营销：赋能传统企业数字化转型》、《智慧营销：5G时代营销升级实战》《全网营销实战》、《人工智能时代，你的工作还好吗？》、《全网营销与SEO》、《OKR全案(目标与关键成果法案例实操)》著作者，百度特聘专家及钻石讲师，拥有“搜索引擎晴雨表”、“搜索引擎优化大数据管理方法”等多项国家专利。

曾获得第13届金鼠标“2022年度数字营销影响力人物”、2021TMA“年度移动营销领军人物”、2021虎啸年度人物大奖，被亚太企业家杂志评选为“2020年度中国最具活力企业家”，被中国经济研究院等权威机构评选为“2020年中国传播年度人物”、“2020年度CEO人物”、“年度数字营销影响力人物”、“十年杰出商业领袖”，曾作为演讲嘉宾出席中国、美国、英国、德国、日本、澳大利亚、新西兰等地的互联网营销大会，并在哈佛大学、世界商业领袖会议等地做主题演讲，从业至今，渠成为推动全球互联网营销行业的发展和 innovation 做出了积极贡献。

2021年，渠成结合耐特康赛的互联网运营解决方案，对品牌做了重新定义，从【SEO服务提供商】升级为【**营销运营商**】。随着用户需求的不断升级，现如今，耐特康赛早已不仅是SEO服务提供商了，耐特康赛要为合作伙伴解决的，是全方位营销体系的建立和运营，帮客户解决100%营销诉求。

在做好“营销运营商”的同时，渠成还提炼出了耐特康赛的品牌核心价值观：**靠谱、利他主义、长久主义**。靠谱、利他主义、长久主义，这不仅是渠成为企业提炼出的核心价值观，更是一家已经在互联网时代开拓探索10余年公司的智慧结晶。未来，耐特康赛将怀着“作为中国最好的企业的营销运营商，和我们的客户一起走下去”的目标，与志同道合者相携而行。

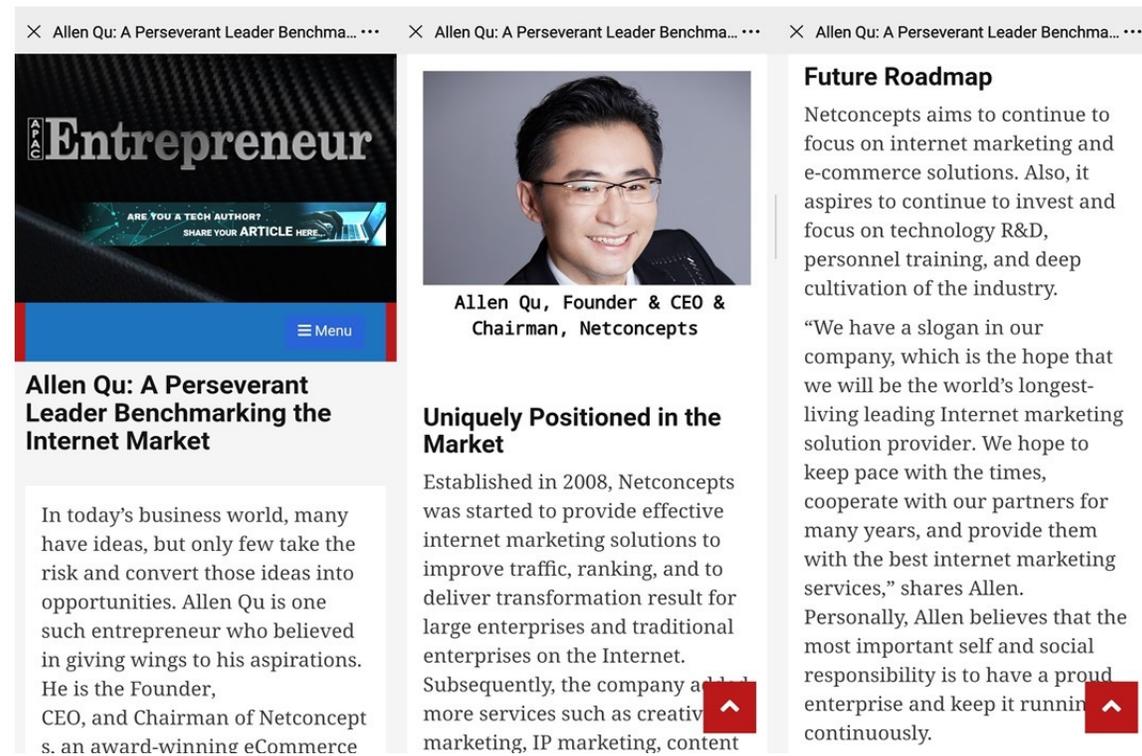
耐特康赛COO兼总经理 孟雷：

作为互联网营销行业的领军人物之一，渠成先生十几年来一直以其对行业深刻的理解和对行业趋势的洞察，持续为客户创造商业价值、助力海内外客户在其行业内拓展商业版图。同时，他一直积极参与行业内的各项活动，用轻松幽默的风格深入浅出地传播互联网营销知识，与行业内外的企业家互通有无，致力于打造可长久发展的行业生态体系，对行业的长久发展有着卓越的贡献。

耐特康赛CTO兼首席咨询师 郭庄：

十多年来，Allen不仅将自己积极乐观的生活态度注入到公司当中，还让公司拥有持续增长的创新动力；更用其专业、勤奋、善于思考的工作态度影响着整个公司的每个团队，正是因为他的这种人格魅力和生活态度，才让公司实现了十多年的持续增长，引领行业的发展方向。

媒体：亚太企业家杂志《Allen Qu: A Perseverant Leader Benchmarking the Internet Market》



The screenshot shows a web browser with three tabs, each titled "Allen Qu: A Perseverant Leader Benchma...". The main content area features a header for "Entrepreneur" magazine with a sub-header "ARE YOU A TECH AUTHOR? SHARE YOUR ARTICLE HERE...". Below this is a portrait of Allen Qu, identified as "Allen Qu, Founder & CEO & Chairman, Netconcepts". The article title is "Allen Qu: A Perseverant Leader Benchmarking the Internet Market". The text discusses the challenges of the business world and the role of Netconcepts, established in 2008, in providing internet marketing solutions. A section titled "Uniquely Positioned in the Market" describes the company's focus on traffic, ranking, and transformation for enterprises. A "Future Roadmap" section outlines the company's goals in internet marketing and e-commerce, and includes a quote from Allen Qu about the company's slogan and vision.

Allen Qu, Founder & CEO & Chairman, Netconcepts

Allen Qu: A Perseverant Leader Benchmarking the Internet Market

In today's business world, many have ideas, but only few take the risk and convert those ideas into opportunities. Allen Qu is one such entrepreneur who believed in giving wings to his aspirations. He is the Founder, CEO, and Chairman of Netconcepts, an award-winning eCommerce

Uniquely Positioned in the Market

Established in 2008, Netconcepts was started to provide effective internet marketing solutions to improve traffic, ranking, and to deliver transformation result for large enterprises and traditional enterprises on the Internet. Subsequently, the company added more services such as creative marketing, IP marketing, content

Future Roadmap

Netconcepts aims to continue to focus on internet marketing and e-commerce solutions. Also, it aspires to continue to invest and focus on technology R&D, personnel training, and deep cultivation of the industry.

"We have a slogan in our company, which is the hope that we will be the world's longest-living leading Internet marketing solution provider. We hope to keep pace with the times, cooperate with our partners for many years, and provide them with the best internet marketing services," shares Allen. Personally, Allen believes that the most important self and social responsibility is to have a proud enterprise and keep it running continuously.