



**Anders Hjorth**

CEO

[Outrider EMEA](#)

CEO of Outrider EMEA (Europe Middle-East & Africa)

Anders was one of the co-founders of Relevant Traffic a leading European search marketing agency. He launched the French operation using Relevant Traffic's technology platform and his own online marketing experience from the local internet sector. He later participated in the European roll-out and was involved in opening several new subsidiaries. More recently Anders was responsible for the service offering of Relevant Traffic and managing a team of webmarketing experts across Europe.

Anders is Danish and has been active in the online marketing sector in France and Europe since 1997.

He started working with SEO long before the internet boom and the arrival of Paid Search. He later became the first certified Google Advertising Professional in France and is today a common international speaker on conferences on Search Engine Marketing.

He speaks French, Spanish, English and Danish fluently and holds a Masters degree from ESCP-EAP European School of Management as well as a Bachelor's degree from Copenhagen Business School.