

## CHRISTOPHER G. KEMPER

### SUMMARY

An out of the box thinker who follows technology trends with a passion, implementing an early adopter attitude into real-world scenarios. An avid learner who is able to translate knowledge from the technical community in their language and effectively communicate it to new audiences and reverse.

### WORK EXPERIENCE

#### AUTHOR SOLUTIONS, INC.

2007 – Present

##### ***Product Manager, Inkubuzz/Inkubook***

Lead the launch of two online ventures for Author Solutions using Agile and SCRUM methodologies and cutting edge technologies like Microsoft Silverlight and Amazon Cloudfront under rapid deadlines.

- Developed the concepts behind two start-up divisions offering collaborative online photo book and traditional publishing to consumers.
- Worked in every aspect of the companies from launch, developing the brand, translating market demand into technical specifications, and market outreach.
- Worked under very tight timelines (60 days from concept to launch) while keeping an eye on the future goals.
- Worked closely with designers and developers to assure that site design, user experience, and usability aligned with customer demand.

#### WILEY PUBLISHING, INC.

2005 – 2007

##### ***Acquisitions Editor, Open Source Technologies*** (November 2005 – March 2007)

Responsible for identifying hot and upcoming technologies in the computing marketplace and working with the leading experts on those topics to author books.

- Leveraged key contacts within the tech industry to identify technologies for publication.
- Followed tech trends, conferences, and news to identify market demand and shifting consumer needs.
- Lead authors through the writing process and keeping their output on rigorous schedules.

#### PEARSON TECHNOLOGY GROUP

1998 – 2005

##### ***Publicist, Que and Sams Publishing*** (January 2003 – 2005)

Targeted a large range of audiences in promoting technology books authored by leaders in the tech field using traditional and emerging marketing tactics and building alliances with key influencers in the tech community.

- Established relationships with thought leaders within a variety of technology fields to help promote authors and their books
- Lead the introduction of grass roots, online, and social media based marketing within Pearson.
- Worked with groups of consumers to help spread awareness of books to technical audiences.

##### ***International Marketing and Sales Associate*** (2001-2002)

Worked with international affiliates and third parties to distribute, market, and sell products in overseas market, establishing strong and successful positions for each brand.

### EDUCATION

B.S., Biology, Indiana University, Bloomington, IN, 1997  
(focus on Microbiology, minor in French)