

WHAT ARE CLIENTS LOOKING FOR



- Relevant Experience
- Good cultural fit
- Enthusiasm and Interest
- Ability to do the job

Client/Vendor/Candidate Unspoken Questions



- Does candidate want the job?
- Can candidate do the job?
- Can I work well with this candidate?

Klinger Biography



MBA-Interpreter—Translation Project
Manager--Vendor sales

COMSYS 1995-2006

Managing Director Globalization Practice
Localization Outsourcing, Localization Staffing

Anzu Global 2006-Present
Principle Globalization Staffing

Localization Project Manager

Defining Job Responsibilities



- Managing vendor/translator relationships (SLV,MLV,Freelance)
- Budgeting
- Schedule Coordination
- Interface with internal/external global teams
 - QA, Engineering, Documentation, Marketing
- People Management (NOT USUALLY)

Relevant Hard Skills for a Localization Project Manager



- Content Management Systems(CMS)
 - WorldServer, Ektron, Drupal
- Translation Memory TM
 - Trados, SDLX, Across
- Workflow Process & Website Localization
 - OneLink
- HTML, XML, Scripting, (reading code)

Relevant Soft Skills for a Localization Project Manager



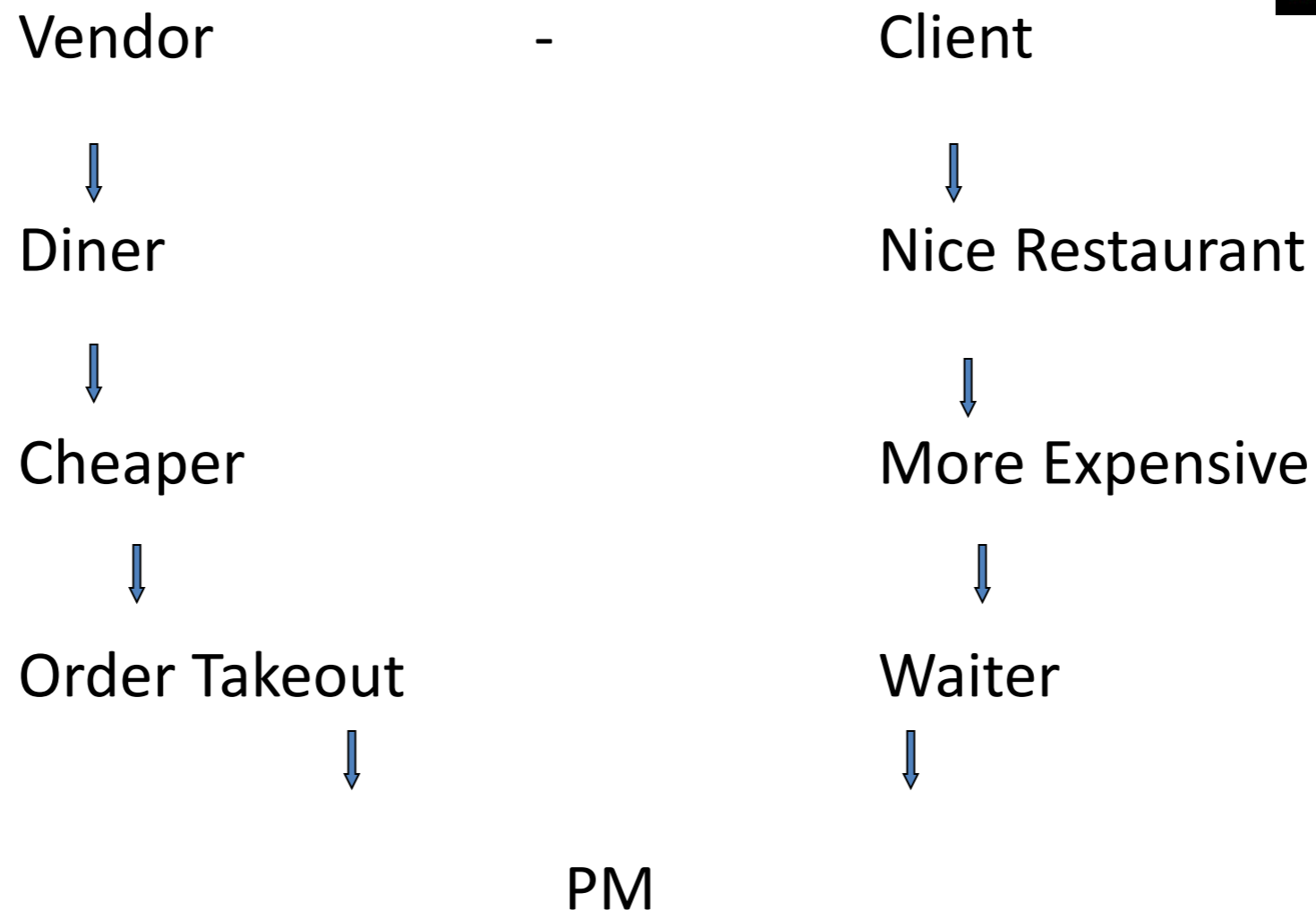
- Excellent verbal and written communication skills
- Cross cultural experience—global teams
- Detail oriented
- Enthusiasm
- Ability to work long hours

Client Expectations: Classifying Clients



- Vendor
 - Large
 - Small
- Client
- Verticals
 - Software
 - Life Sciences
 - Financial
 - Manufacturing

Client Expectations: Vendor/Client differences





Large Vendor processes

- Localization tasks compartmentalized:
 - DTP, editing, client interface, vendor management
- Defined processes
- Deadlines/profit driven
- Large clients, large pressures

Vendor PM Qualifications: Lionbridge



- Bilingual skills
- Specialization
 - TM tools
 - DTP
 - MT
 - Vertical expertise (pharma, financial, software)
- Salary Flexibility
- H-1 OK

Small Vendor Expectations



- Enthusiasm
- Ability to multi-task
- Tools Knowledge: MT, TM, CMS
- Relevant Experience

Client - Fulltime Hire

Looking for:



- Technical Aptitude
- Tools Knowledge: MT, CMS, TM
- Experience
- Potential
- Interest/Enthusiasm



Impact of Latest Technology On Client Expectations

- Smart phones, Social Media, Multimedia
- Dynamic content, daily releases, real time
- Clients such as Facebook, Twitter, Paypal, Netflix

In some cases choose:

Intelligence, flexibility, speed

OVER

Experience, outdated processes, work history



Microsoft LPM Qualifications

- Localization Tools knowledge
- Programming experience
- Testing experience
- Software release cycle experience
- Process oriented

Google PM Qualifications



- Ability to 'think on your feet'
- Enthusiasm
- Speed
- Flexibility
- College/GPA

Lifescience Clients Looking for:



- Background/training/experience in life sciences
- Advanced scientific degree
- Knowledge of ISO procedures/standards
- Careful attention to detail

Contract / Full time



Contract

- Up to speed quickly
- Limited training needed
- Experience required

Fulltime

- Longer interviews/higher expectations
- Training
- Potential evaluated

Client Hiring Contractor Looking for:



- Professional references
- Relevant LPM experience
- Confidence

Vendor Hiring Contractor Looking for:



- Diplomacy
- Excellent Communication Skills
- Enthusiasm
- Relevant Experience

Vendor Full time Hire Looking for:



- Flexibility with salary
- Enthusiasm
- Technical Skills
- Bilingual skills
- Strong communication skills
- Pro-active orientation
- Work ethic/flexible hours

Globalization Recruiters will represent candidates with:



- Interest/enthusiasm
- Localization Industry experience
 - Fortune 100 experience a plus
- TM, CMS, MT knowledge
- Culinary skills (cookies mailed to recruiter)
- Flexibility
 - Salary vs. experience gained
 - Titles

Mystery and Magic



- ❖ What contributes to a successful long term relationship
- ❖ How did your parents meet
- ❖ Why did company X choose me (and not him)
- ❖ Elements of luck, timing, mystery and magic

Training Advantages

- PMI, Localization Project Management Certification
 - Good training for LPM career
 - Differentiate from competition
 - Context for job responsibilities

Culinary school versus professional cooking experience combined is a better option



LPM Career Trajectory



Translator—Editor—Project Manager
Program Manager/Managing Director/Business Unit
Manager—Vice President of Globalization

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