

Roundtable: Technology

Speaker

Bridget Hylak, Senior Consultant

Company

TongueTek Language Consulting

Presentation Description

As language service companies (LSCs) and internal language divisions (LDs) increasingly transition into the ever-expanding world of translation technologies, connected CAT tools and group workflows, they are faced with a deepening pool of choices. The "best solution" depends on goals, needs, human assets and budgets. This session will take a critical aerial view of the leading CAT tools and MPM (multilingual project management) systems designed to maximize efficiency and increase profit margins. How do they fail? How do they hit the mark? How are they the same, and how are they different? Each solution offers key pros and cons that may enhance or hinder a given LSC's or LD's desired outcomes. Upgrading or onboarding a new system in 2020-2021 may prove vital to keep pace in a thriving marketplace where demand is only increasing.



Speaker Bio

As a seasoned language industry veteran with a career bridging the gap from bilingual dictionaries to comprehensive language productivity tools, I stake my claim on making connections. Language is our best tool - and our worst weapon - in that effort.

The obligatory resume details: I'm a Stanford University Cum Laude graduate in two majors, an ATA-Certified translator, AOPC-Certified Court Interpreter, Master Editor, Certified MT Editor, and Approved Oral Exam Candidate for the Federal Court Interpreting Certification Examination (FCICE).

I serve as a nominated Board Member on the Commonwealth of Pennsylvania Language Monitoring & Evaluation Team (MET), charged with implementing the Language Access Plan for the Unified Judicial System (LAP-UJS), and as a nominated Board Member of LymeBasics.org where my efforts

focus on raising national Lyme Disease awareness for non-English speakers in the United States. In real time, I've directed Come Alive Communications, Inc. since 1990, "America's Language Boutique" serving diverse, international clientele. In that exciting capacity where no two days are the same, I've led teams of over 200 stakeholders on targeted multilingual multimedia campaigns and have developed proprietary industry processes for quality control and efficiency.

I currently serve as Senior Consultant with TongueTek Language Consulting and speak internationally on language industry tech, localization solutions (and heartaches), and the influence of language and translation on culture.

My international consulting efforts focus on current language industry technologies, both for translation productivity (CAT systems) and enterprise management (TMS/IMS/AI/MT systems) in the corporate and private sectors. I help simplify the maze of integrating continuous localization systems in Agile development processes.

Language industry tech is emerging and evolving rapidly. I guide clients in establishing internal language departments from scratch, or upgrading current systems and processes - while protecting the often-severed umbilical cord to nuance, flavor and spark which form the bases of communication at its best.

I work with determination, grit and love ("passion" is so overused) to help clients find the tools that balance efficiency and cost with what matters most: the texture, precision and purpose fundamental to every intentional word. No quick or cheap solution is a solution when a message is lost. My expertise is grounded in both the science and art of communication. I love nailing that (almost) perfect tech solution that offers my clients enhanced interactivity, security and ease in their daily operations. I also enjoy consulting on creative projects requiring nuanced solutions in which flavor is particularly important and deliciously challenging.

Good words or good tech? Sometimes both. Sometimes, just be quiet and breathe...