

Session Title: Industry Survey 2020

Speakers

Sarah Hickey
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Company

Nimdzi

Presentation Description

A lot has happened in the last year. After many companies recorded a record first quarter for 2020, the world was struck by a global pandemic — an unprecedented situation for our lifetime. Around the globe, economic forecasts are grim but the language services industry has traditionally outpaced the global economy and has been impervious to crises. This session will take a look at how the language services industry in the United States has fared in the last year. What has changed, what stayed the same? What are the major trends and developments? To what degree has COVID-19 impacted the market? The results of the annual ALC survey will reveal the current state of the language services industry in the United States.



Speaker Bio:

Gabriel has worn a few hats throughout his decade in the language industry, from sales, marketing, and creative copywriting to roles in localization operations and finally becoming the Managing Editor of a market research organization, leading Nimdzi's team of researchers and writers and overseeing the company's publications. A polyglot and a writer at heart, Gabriel is today helping clients make data-driven decisions about global market entry, researching target demographics, consumer buying behavior, brand awareness, or brand perception.



Speaker Bio:

Sarah began her career as a radio journalist in Germany. Curious by nature and a linguist at heart, she took first steps in conducting research in the area of linguistics during her B.A. in German and English. She expanded on this newly found passion with her thesis project for her M.A. in Conference Interpreting. As Nimdzi Insights' Chief Researcher, Sarah leads the research for Nimdzi's global market studies, such as the Nimdzi 100 and the Nimdzi Interpreting Index. Her research further focuses on Virtual Interpreting Technology (VIT). Sarah also still works as a freelance conference interpreter.