

# Pablo Badía (cv)

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**Production Director, Chief Operations Officer (COO) and Free-lance Consultant with over 30 years of experience in language and translation industry.**

Broad background in business management and planning, process streamlining, profitability optimization, quality improvement, and interdepartmental coordination. With a strong focus on results and achieving goals.

## Competencies

Articulation  
Problem Solving  
Sales Management

Customer Focused  
Increasing Profitability  
Opportunity Identification

Team Leadership  
Process Optimization  
Business Organization

Strategic Planning  
Business Vision

## Professional Experience

- Currently **Translation and Localization Consultant and Contractor - Operations Expert.**  
*Serving international language markets, in any type of project aimed at helping a company to communicate and succeed.*
- 2016 - 2018 **Chief Operations Officer (COO).** Madrid  
*Word Works, S.L., a Spanish translation services company active in the international market for more than 25 years.*  
**Management of the Production and Operations Department.**  
**ACCOMPLISHMENTS**  
**Total reorganization** of the Production Department: definition and wording of new **more efficient and competitive operating procedures**; replacement of 100% of the previously existing team with **highly motivated personnel**, setting up of a **Vendor Management department**, and upgrading of **processes and technologies**. Contribution to certification in accordance with **ISO 9001 and ISO 17100 quality standards**. Annual **turnover increase of about 20%** in the last year.
- 2016 - 2016 **Language Technologies Consultant.** Madrid  
*Mc LEHM Language Services, one of the 5 largest Spanish translation and linguistic services companies.*  
**Implementing a project that I previously drafted to put in place a number of strategic language technologies to position the Company among the front-line tech-savvy group in one year.**
- 2005 - 2015 **Production Director.** Madrid  
*LINGUASERVE INTERNACIONALIZACIÓN DE SERVICIOS, S. A., one of the 5 largest translation and linguistic services company created to cater for the internationalization of web sites and e-commerce. With advanced services, such as multilingual publication with smart "proxy".*  
**Department team leading (over 25 professionals).**  
**Improvement of high value-added services to large customers:** specialized system for e-commerce, ad hoc and in client's premises teams, sporadic 24 x 7 service system.  
Intercontinental partnerships to improve service to strategic clients.  
Production organization that preserves the PM's client know-how.  
**Personnel recruitment** (over 50 people) optimizing the Department team keeping to the budget.  
**Streamlined management of a vendor database** of over 1,200 professionals.  
**ACCOMPLISHMENTS**  
**A 600% revenue increase** within 10 years.  
**An increase in profitability of over 5%** by resource optimization.  
Certification to standards **ISO 9001 and EN 15038** in a tight deadline.  
**A 35% decrease of the nonconformities** after the implementation of a quality control system.  
**A 30% increase in the number of external vendors** approved and certified (over 1,500 resources in total).

**Recovery of a large strategic customer** by a departmental restructuring proposal.

1995 - 2005

**Language Services Consultant and Contractor** Madrid

*Management of large language and documentary projects in Madrid, Barcelona, Lisbon, Paris and London*

**Coordination of a multinational team made up of more than 100 professionals with 6 different languages** to produce the bid document for the UMTS tender, for a nationwide telecommunications operator.

Language consulting, technical writing, and coordination of over 30 tender bids projects for telecommunications licenses for leading companies.

**English into Spanish translation of over 4.5 million words, and 5 books.**

**"Expert Terminologist"** for Eurodicautom (now IATE, the UE term base) project.

1991 -1995

**Project Manager. Technical Reviser. Copyeditor.** Madrid

*COMUNICACIÓN Y LINGÜÍSTICA, S.L., a translation and language services company focused on large software, telecommunications and electronic technology customers, and international bodies (European Commission Translation Service).*

**Procedures streamlining and support to business development.**

Reduction to zero quality incidents in year one.

1983 - 1991

**Marketing Manager. Sales and Product Manager.** Madrid

*HIDRATEC, S. A. A company which started as an importer and distributor of oil-hydraulics components, and later evolved to the manufacture and sale of complex equipment for the aerospace, military and iron and steel industries.*

Boost of visibility with presence in 16 trade shows as exhibitor in 3 years.

**A 25% sales increase in one year, creating and developing new applications.**

1977 - 1982

**Scriptwriter. Literary Works Adapter.** Madrid

*RTVE [Spanish public national radio broadcaster]. DPTO. DE DRAMÁTICOS DE RNE [Spanish public service radio broadcaster]. The department responsible for all the RNE fiction contents.*

Writing of three original 50-minute scripts.

A 20-chapter radio serial adaptation of the novel *El Mayorazgo de Labraz* (Pío Baroja).

## Education

1985 - 1987

**Master of Business Administration (MBA)** Instituto Directivos de Empresa. IDE-CESEM. Madrid

1985 - 1986

**Master of Marketing Management** Instituto de Directivos de Empresa. IDE-CESEM. Madrid

1978 - 1982

**BSc Degree in Agricultural Engineering specializing in Machinery and Construction** Universidad Politécnica de Madrid

## Languages

**Spanish**

Native, Mother tongue.

**English**

Full competence (C2 CEFR, Cambridge CPE).

**Catalan**

Direct translation and oral expression competence.

**French**

Direct translation competence.

## Software

User or advanced user of the most common general use and industry-specific software suites and programs (MS Office 365, MS Project, SDL Trados Studio 2019, Memsource, SDLX, Déjà Vu, SDL MultiTerm and Extract, SDL Passolo, Alchemy Catalyst, ApSic XBench, and TMS software XTRF, and others).

## Associations and Lectures

Membership: **ASETRAD, AETER and CEDRO (Spain), ITI (United Kingdom) and ATA (USA).**

2013

Lecture. *Applying ITS 2.0 to Online MT Systems in HTML5*; GALA, Miami.

2005

Paper. *Multilingual Information Society: From Communication to Culture... and Back*; CIUTI Forum, Paris.

## Pablo Badía (EN > ES Free-lance Translator: Appendix to CV)

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Since 1995

Freelance Translator, Editor & Copywriter, engaged in translating, editing and copywriting technical, marketing and business texts, documents and manuals, for private clients and for translation agencies specializing in different fields of technical translation and software localization.

I have provided English into Spanish translation and correction, terminology, copywriting and editing services for a large amount of multinational companies and international organizations, including:

☆ *Translation Service (SdT) of the European Commission,*

☆ *FAO (United Nations Food and Agriculture Organization),*

☆ *Embassies and Government authorities (UK Foreign & Commonwealth Office, Madrid Regional Government),*

as well as many other organizations in Spain, US, Canada, several European and some Latin American countries. Listed below are some of my major commissions:

- Last Consultancy job done for the ASOCIACIÓN ESPAÑOLA DE NORMALIZACIÓN (UNE) [SPANISH ASSOCIATION OF STANDARDIZATION]: Drafting of a proposal for the acquisition, implementation and operation of a computer-assisted translation (CAT) system, including aspects related to the management and maintenance of term bases and translation memories.
- Continued work during several years, translating web contents, marketing, technical and general communication stuff for multinational companies like Intercontinental Hotels and CBRE, among others.
- Software localization (English to Spanish): I have been involved in the software localization since 1990. During this time, I have taken part in the localization of many software products. Some of the jobs in which I have worked are the following: several versions of Dreamweaver, many Symantec software programs, several versions of TomTom GPS software, several versions of MS Office (Word, Excel, PowerPoint, Access, Outlook), MS Encarta, Lotus Notes, and a number of Lantronix, Inetcam, Maxwell, or Sigmatel software programs, just to quote a few.
- Translation from English into Spanish of a number of European Patents in the field of the speech synthesizing technologies, concatenative speech synthesis, device command by user speaking orders, speaker identification based on eigenvoices, segment-based similarity speech recognition, speech synthesis based on prosody templates, speech recognizer with lexicon updateable, etc. (from 2002).
- Translation from English into Spanish of the FAO report "World agriculture: towards 2015/2030. Summary report" ("Agricultura mundial: hacia los años 2015/2030, Informe resumido") (2002).
- Co-ordinating of the document production team to deliver the bid competing for a license to operate Third Generation of Mobile (UMTS) nationwide networks, translating, making consistent, reviewing, editing and integrating the contributions from the different sources: in-house production, consulting companies, etc. (2000), for Jazztel Telecomunicações (Portugal).
- Writing of a full Business Plan, with a special focus in the Marketing Plan, for a start-up offering innovative telecommunications consulting services through an Internet website.
- Translating, editing and reviewing the technical proposal of a bid competing for a license to operate Third Generation of Mobile (UMTS) nationwide networks (1999 -2000), for Jazztel Telecom (Madrid, Spain).
- Writing (parts), editing and reviewing (all) the technical proposal of a bid competing for a license to operate nationwide LMDS broadband access networks (1999), for Broadnet Europe, srl.
- Translating, editing and reviewing the technical proposal of a bid competing for a license to operate nationwide Wireless Local Loop broadband access (1999), for FirstMark Communications Spain.
- Drafting, coordinating and correcting of a bid competing for a license to operate nationwide Digital Terrestrial Television (DTT) public service, for Retevisión, S.A (1999).
- Drafting and correcting of bids competing for licenses to operate: Local Loop Wireless Broadband Access

(WBA), (BroadNet, 1999), Digital Audio Broadcasting (Onda Digital, 1999), Digital Terrestrial Television (Retevisión-Onda Digital, 1999), nationwide basic telephone services (two projects: Ópera and Uni2, 1996 and 1998); value added mobile telephone and telecommunications services (one project: France Telecom, 1998); and cable television and telecommunications services in a number of regions (22 projects: Ono, Cableuropa, S.A.) (1997-1998).

- Translation of books (English into Spanish) for several publishers:
  - ☆ *The Pogues*, Ann Scanlon (1990), Editorial Cátedra, Grupo Anaya, ISBN: 84-376-0980-1.
  - ☆ *Rocas y Minerales* (1991), Editorial Debate, ISBN: 84-7444-644-9.
  - ☆ *Buda* (1992), Editorial Debate, ISBN: 84-7444-680-5.
  - ☆ *El Rey Arturo* (1993), Editorial Debate, ISBN: 84-7444-714-3.
  - ☆ *Nostradamus*, Francis X. King (1993), Editorial Debate, ISBN: 84-7444-816-6; Círculo de Lectores, ISBN: 84-226-5045-2.
- Technical terminology expert for Eurodicautom (technical data base of the European Commission, now IATE), in charge of the consolidation phase (10 months, "MAG 68") of 8,500 agricultural machinery terms in Spanish and English, plus a review in French (1993).
- Management of translation and adaptation of error message and help files (550,000 words) for Motorola switching exchange, within a timescale of two months (1994).
- Translation to date of 15 of a series of information publications produced by the UK Foreign & Commonwealth Office on a variety of aspects of life in Britain, each averaging 30,000 words (approximately 60 pages), for distribution by British Embassies and Consulates in Spanish-speaking countries (Since 1992).
- Copywriting of more than 50 catalogues (average length 40 pages) of technical products and engineering services in Spanish (1983-1990).

## Languages

- Spanish Native
- English Full competence (C2 CEFR, Cambridge CPE).
- Catalan Direct translation and oral expression competence.
- French Direct translation and oral expression competence.

## Translation Areas of Expertise

### Main areas of expertise:

Advertising  
Business  
Culture  
Economy  
Electronics  
Energy, Conventional  
Energy, Renewable  
Engineering  
Food and Beverages  
Government  
Humanities

### IT (hardware and software)

Legal  
Machinery  
Manufacturing  
Marketing  
Mobile Phones  
Politics  
Robotics  
Social Affairs  
Social Security  
Software Localization  
Telecommunications  
Web Sites

### Other areas of expertise:

Agriculture  
Automotive  
Biotechnology  
Chemistry  
Environment  
Finance and Economy  
Labor  
Life Sciences  
Philosophy, Thinking and Religion  
Sports  
Transportation and Travelling