

## Candidate Profile – Secretary of the Executive Board



### **Steen Magnussen**

is running for the position of Secretary of the EB

#### **Academic background:**

I graduated in 1985 with a "Cand. ling. merc." (German Danish) from the Aarhus School of Business (now Aarhus University). At the time, this was a six-year master's degree. In the same year, I was approved as a 'certified translator and interpreter' (Statsautoriseret Translatør & Tolk) by the Danish Ministry of Industry and Commerce.

#### **Professional career:**

Shortly after graduating as a state-authorized translator and interpreter of German and Danish, I was appointed as a documentation manager and technical writer at a manufacturing company that exported highly complex machinery worldwide. Two years later, I was transferred to the Swiss branch of the company as regional Sales Director and Assistant General Manager. This role provided me with extensive insight into Board work, sales and PR, strategy development, finance, accounting and auditing of an international corporation. Upon returning to Denmark, I spent several decades working as CEO of various international Language Service Providers (LSPs), including Berlitz Globalnet, Heitmann Nordic, SimulTrans and CLS Communication, where I co-founded the Nordic subsidiary. Since 2015, I have run my own consultancy firm, creating content strategies for large companies in the Nordic countries, the UK, and Germany. One area of my expertise is acting as an external 'bid manager' for language services. I write and design all the necessary RFP/RFI material. I also select qualified 'bidders', submit contracts and onboard vendors. I believe that my solid experience of working in the manufacturing industry, as well as in the language services sector, could benefit tekomp Europe.

Throughout my professional career, I have attended a number of in-house management and strategy courses. I co-managed two ISO 9001 certifications. Furthermore, I was a founder member of the Danish Association of Translation Companies.

I have acquired and worked with top-ranking clients in different sectors, including life science, manufacturing, electronics, banking and finance, software, and public institutions. As a provider of first-class translations, I have always promoted technical writing and content creation as the building blocks of good translations. The better the source text, the better the translation. Over the past few years, I have transformed my experience of providing translation and content writing services into an advisory consultancy service for highly technical companies in need of high-quality technical documentation. I help them to create high-quality content and documentation with the fastest possible turnaround times and the most cost-effective solutions. I also help my clients benefit from the many advantages of the highly digitised language industry and help them overcome some of the challenges by optimising the use of LLMs and AI in their 'tech-doc' environment.

**Goals for my role as Secretary:**

I believe that I am highly qualified for the position of Secretary of the Executive Board at Tekom Europe. From 2022 until 2025, I held the same position at Tekom Danmark. The job descriptions for both roles are similar, and I am confident in my ability to take on this honourable position. Furthermore, my experience as a cash auditor over the past three years has provided me with valuable insight into the overall organisation and internal processes of Tekom as a whole. Furthermore, my experience as an active and seasoned language consultant, with an extensive background in our industry, will be invaluable in shaping the future strategy of tekomp Europe. Within the tekomp community, my goal is to facilitate optimal conditions for producing consistent, high-quality content, whether that be technical documentation, software localisation or other forms of future content creation. Some people responsible for technical documentation and related budgets — who are often non-linguists — think they can overcome this hurdle by reducing the budget and failing to invest in language technology or appoint highly specialised language experts. Instead, they rely on 'free and fast' LLMs and AI solutions. I have been advocating against this lack of understanding and respect for proper 'lingo' for decades, and I will continue to do so. Hopefully, this — and other actions - will help us attract decision-makers from enterprises that we need to turn into members of tekomp Europe. I will also actively promote Tekom Europe to increase its membership, ensuring that we are visible not only throughout the international tekomp organisation, but also among other networking entities, such as trade organisations, chambers of commerce, and other relevant communities. After all, it's not such a bad thing that I speak fluent German — and even quite a bit of Swiss German — and that I know and understand the culture and way of life in the German-speaking part of Europe.