

## Candidate Profile



### **Steen Magnussen (64)**

is running for the position of secretary

#### **Academic background:**

I graduated in 1985 as "Cand.ling.merc." (German-Danish) from the Aarhus School of Business, now Aarhus University - at that time a master's degree with a duration of 6 years. Same year I was approved as "Certified Translator and Interpreter" (Statsautoriseret Translatør og Tolk) by the Danish Ministry of Industry and Commerce.

During my career I attended several in-house management and strategy courses. And I was co-managing two ISO 9001 certifications. Further, I was one of the founders of "Danish Association of Translation Companies".

#### **Professional career:**

Immediately after graduation I was appointed "Documentation manager and Technical Writer" at a manufacturing company with highly complex machinery exported throughout the globe. After 2 years at the Danish mother company, I was transferred to its Swiss operation as Assistant General Manager, but still with the global responsibility of "techdoc". Returned to Denmark, I was active throughout decades as CEO and country manager of several internal Language Service Providers (LSPs), among others Berlitz Globalnet, Heitmann Nordic, SimulTrans, CLS Communication (co-founding the Nordic subsidiary), and Lionbridge. Since 2015 I am running my own consultancy firm with a mission of creating content strategies for larger Nordic, UK, and German companies. One field of expertise is external "Bid manager" of language services. I write and design the entire RFP/RFI material. And I take care of selecting qualified "bidders" as well as the submission, selection of vendor(s), and the following onboarding of these. Among my clients are Femern Belt, Rambøll and FLSmidth. You can find more information here: [www.yourprocure.com](http://www.yourprocure.com).

#### **Professional experience in technical communication:**

Throughout my active career in world leading LSPs, I have dealt with clients like Novo Nordisk, Danske Bank, Danish Central Bank, EU, Microsoft, and others. This way gaining insights into life science, finance, public services, and software localization. But I was also key account responsible of manufacturing companies like Danfoss, Grundfos, Siemens Windpower, Rambøll, Cowi, Femern Belt, FLSmidth and many more. Acting as provider of first-class translations, I always tried to "market" technical writing and content creation as the "mother" of technical documentation and following

translations. The better the source text, the better the translations. Over the past years I have transformed my experiences as a provider of translation and content writing into an advisory consultancy service, that I provide to highly technical companies with a need of high-quality documentation. I assist these in creating content and documentation at a high quality, at the fastest possible turn-around times, and at the lowest possible costs. I also help my clients benefit from the many upsides of fast-paced digitalization of language services – but also to overcome some of the pitfalls. Again, you may find more information at [www.yourprocure.com](http://www.yourprocure.com).

**Goals for my role as delegate:**

Creating perfect conditions for writing consistent and high-quality content and translating this into several hundred language combinations is a continued struggle. And it is very challenging, when “budget owners” of technical documentation and content - frequently non-linguists - think they can overcome this hurdle at reduced budgets, by omitting investments in language technology, and failing to appoint highly specialized language experts. This lack of understanding and respect of “lingo” is what I have been fighting for during decades. I intend to intensify this mission by becoming a dedicated member of the Board of tekom Denmark. I will further work actively to increase the number of members of tekom Denmark and make sure that we are not only visible throughout the international tekom organisation, but also other networking entities like trade organisations, chambers of commerce etc. Finally, I think it is an advantage, that I am not employed by one single company, but working with several companies with different products, needs and processes.