



# 2023 Impact Report

Women in  
Localization



WOMEN IN  
LOCALIZATION



## WOMEN IN LOCALIZATION

### **2023 Impact Report**

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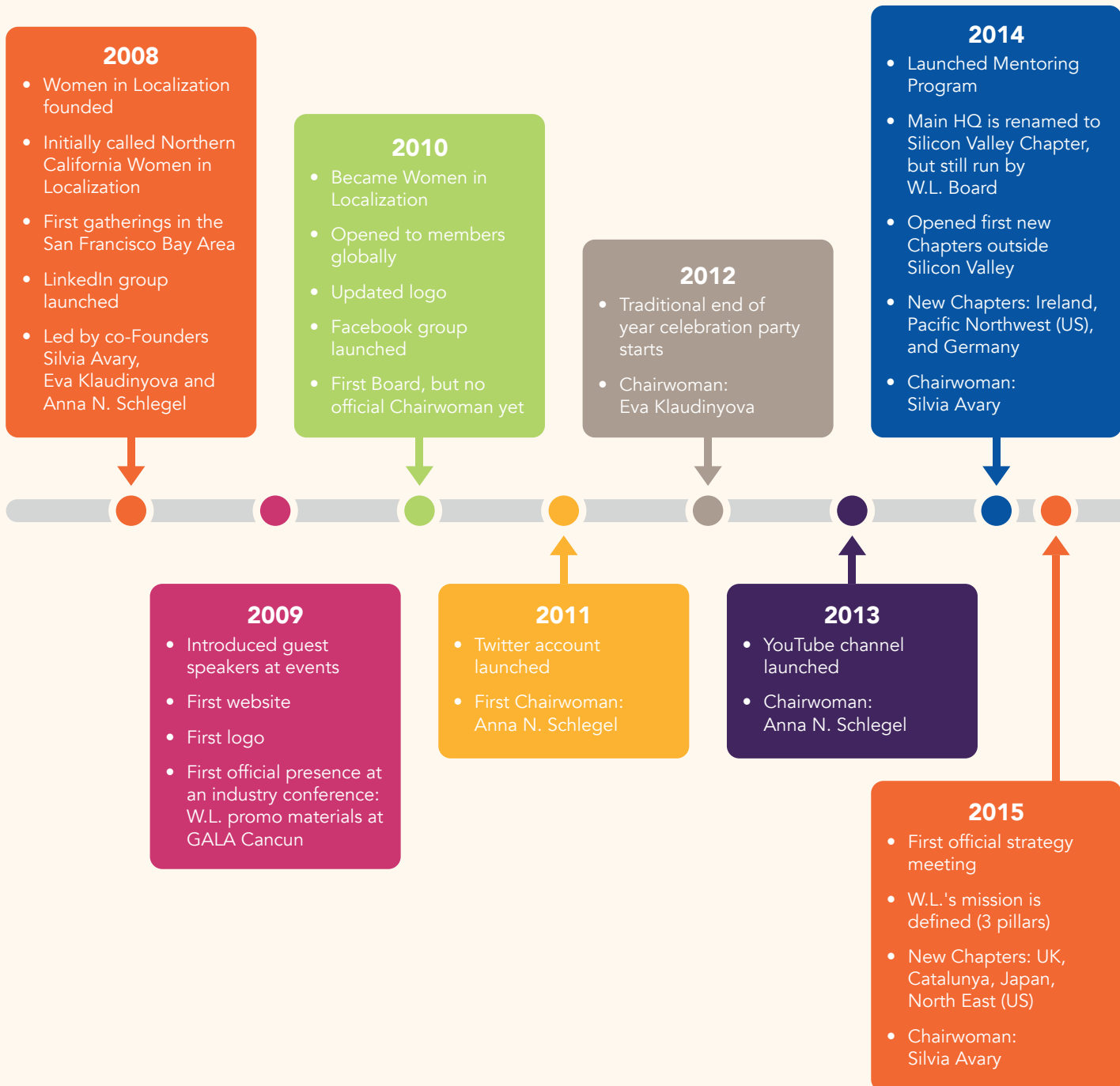


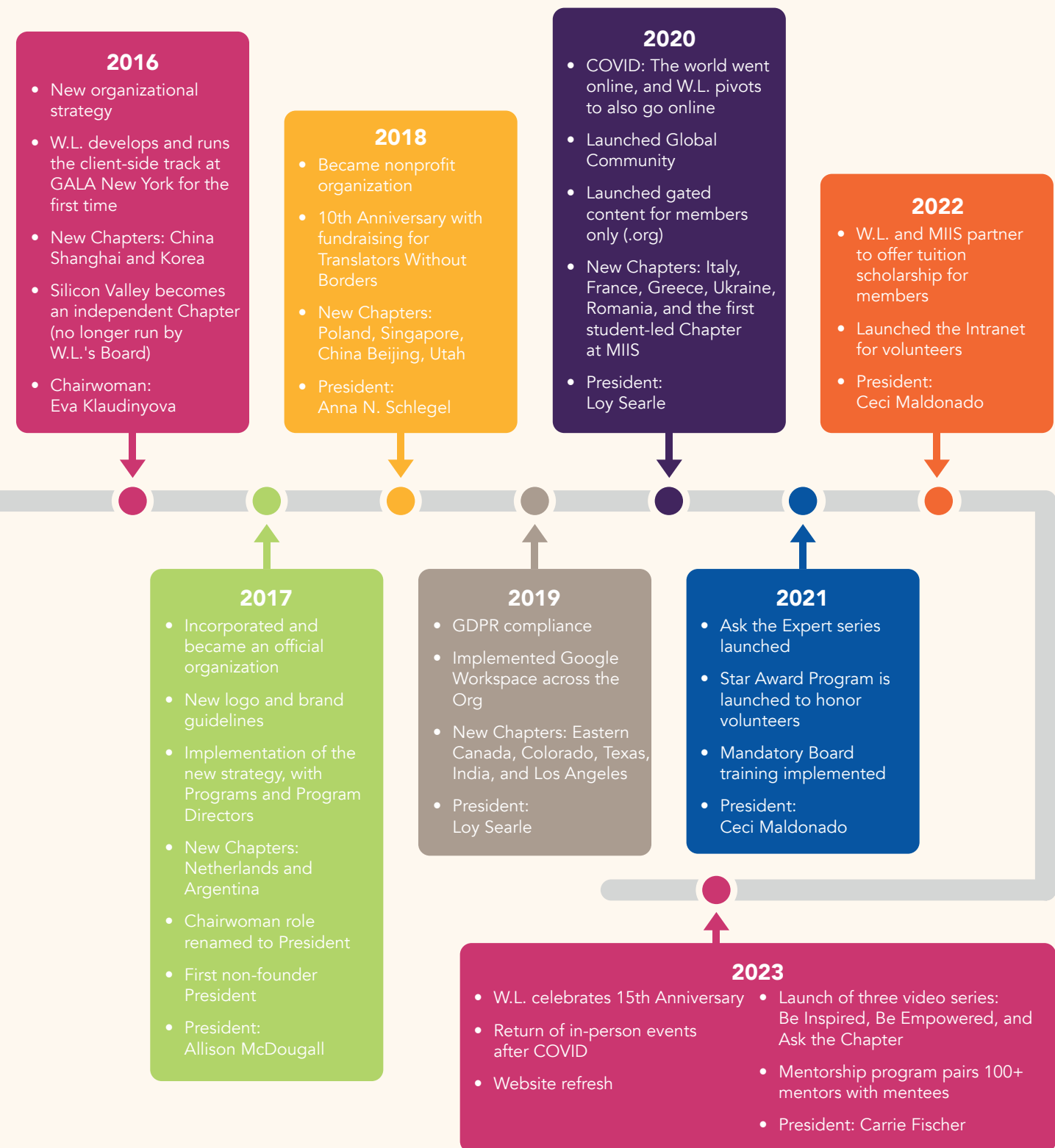
## INTRODUCTION

Women in Localization was founded in 2008 by Silvia Avary-Silveira, Eva Kludinyova, and Anna N. Schlegel, three industry colleagues who shared a passion for globalization. Relying on each other for support and advice on the localization industry, they recognized the need for a professional organization that would offer a supportive community for women. They began organizing regular meetings, inviting other women to collaborate and network on topics ranging from globalization to career growth and work-life balance. Initially known as Northern California Women in Localization, the group quickly saw global demand for its unique networking and discussion opportunities, evolving from a small San Francisco Bay Area networking group into a worldwide entity.

In 2010, the organization went global and rebranded as Women in Localization. Four years later, they opened their first international chapter. In 2018, the organization became a certified non-profit, enabling it to expand its reach and impact even further. Since its inception, Women in Localization has grown to 10,800 members worldwide, boasting nearly 30 chapters in various countries and regions. The organization also collaborates with educational institutions and other industry groups to promote the globalization profession and provide valuable resources and opportunities for its members.

# WOMEN IN LOCALIZATION TIMELINE





# 2023 BOARD & PROGRAM DIRECTORS



## Board of Directors

**Carrie Fischer**, President and Board Sponsor Global Community

**Olga Beregovaya**, Vice-President and Board Sponsor Technology

**Winnie Heh**, Secretary and Board Sponsor Non-Profit

**Silvia Avary**, Co-founder and Treasurer

**Cecilia Maldonado**, Board Sponsor Operations & Metrics

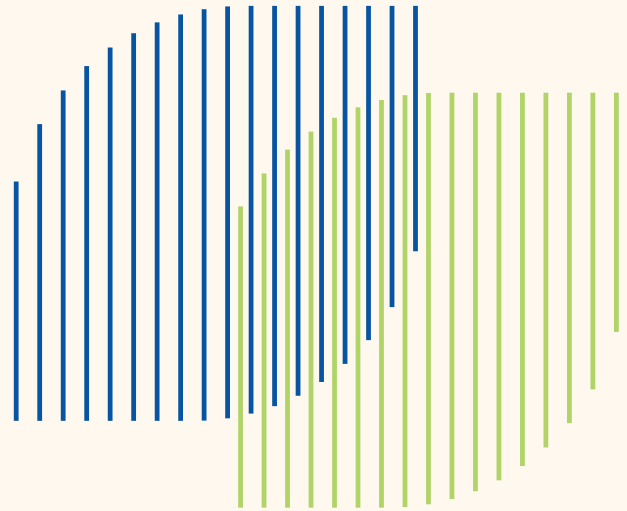
**Anna N. Schlegel**, Co-founder and Board Sponsor Chapters & Global Growth

**Jill Goldsberry**, Board Sponsor Global Strategic Partnerships & Events

**Olga Blasco**, Board Sponsor Marketing

**Maria Kania**, Board Sponsor Global Sponsorship





## Advisory Board

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**Fabiano Cid**, Advisory Board Gender Survey

**Allison McDougall**, Advisory Board Volunteer Recognition

**Duaine Pryor**, Advisory Board Strategy and Organization

## Program Directors

**Daniela D'Amato**, Program Director Operations & Metrics

**Edith Bendermacher**, Program Director Marketing

**Madhu Sundaramurthy**, Program Director Global Community

**Manon Debuire**, Program Director Global Sponsorship

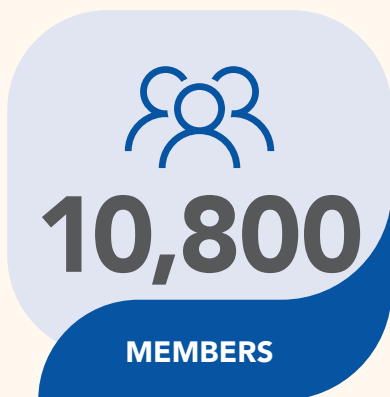
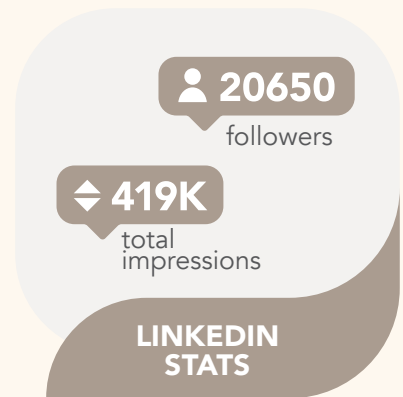
**Maria Jesús de Arriba Diaz**, Program Director Chapters & Global Growth

**Susan Morgan**, Program Director Global Partnerships & Events

**Vanessa Prolow**, Program Director Non-Profit & Assistant Secretary

**Viviana Bernabe**, Program Director Technology

# 2023 IMPACT METRICS INFOGRAPHICS





# 2023 KEY PROGRAMS AND ACHIEVEMENTS

## Mentorship Program

The Women in Localization [Mentorship Program](#) pairs experienced localization professionals with those seeking career guidance in the localization industry. This program is flexible and personalized to accommodate the unique needs, goals, and preferences of the mentor and those being mentored.

*This year our program reached a new milestone with 86 mentors and 208 mentees. So far, we've made over 100 matches, carefully pairing mentors and mentees based on aligned interests and needs.*

The Mentorship Program demonstrated significant achievements in 2023, surpassing key performance indicators and establishing itself as

a crucial resource for Women in Localization. The new Women in Localization Mentorship Program is efficient, technologically advanced and provides practical guidance during a time when many professionals faced job uncertainties.

The new W.L. Mentorship Program platform, MentorEase, was launched in May 2023. It was promoted during several Chapter events and during LocWorld in Malmo. The effort the whole W.L. organization put into promoting the platform and managing the ticketing system resulted in approximately 10 new users each week.

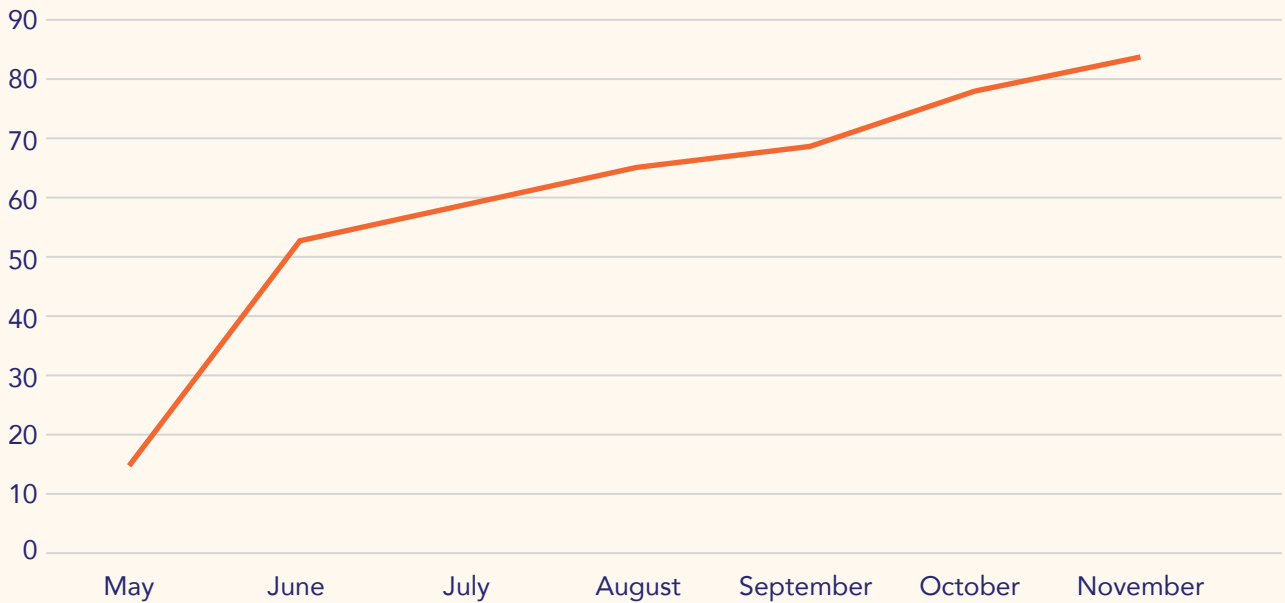
One of the most important aspects of the Mentorship Program is that it is under Global Community, so the matching goes beyond chapter level and W.L. members not belonging to any chapter can easily benefit from it.

## Mentors



This accomplishment highlights the revamped program's pivotal role in offering essential support to Women in Localization members, especially during a year marked by widespread job losses in the industry.

## Number of Mentors



## Mentor-Mentee Pairs

**30**  
2023  
Mentors Goal

**45**  
2023  
Mentors Actual

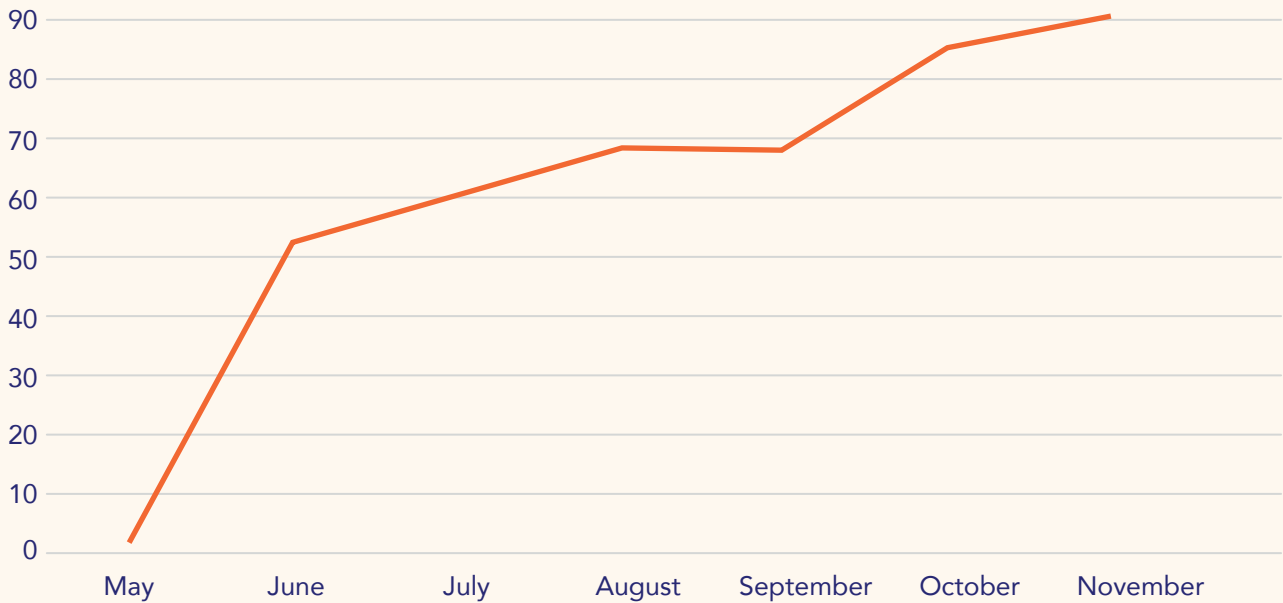
**15**  
2023  
Mentor-Mentee  
Matches in  
progress

**208**  
2023 Mentees

*Through a dedicated approach and the efficiency of the new algorithm-driven matching process, we have doubled the targeted number within a seven month period.*

The existing count of 45 mentoring pairs, and 15 matches awaiting mentor's confirmation, underscores the program's effectiveness.

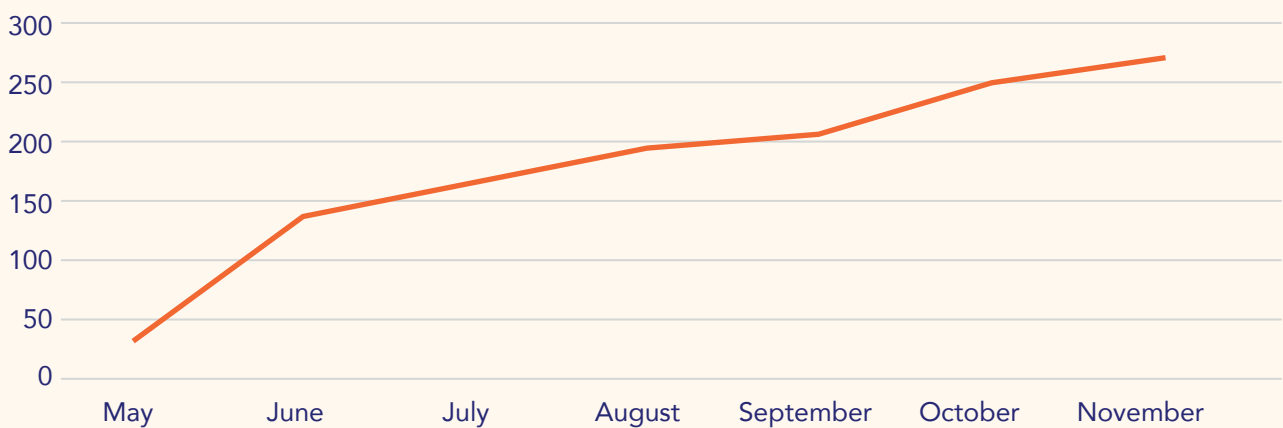
## Number of Matched Users



The Mentorship Program registration form collects all the necessary information that can help find the right mentor. The form covers various scenarios, for example:

- Starting a career in localization
- Career advancement guidance
- Changing careers
- Starting your own business
- Role transitions

## Number of Users



## Events Offer Networking and Professional Development

*Women in Localization's networking and professional development opportunities offer a chance to connect with and learn from professionals from across the localization industry.*

Through online and in-person events, various aspects of the localization industry are examined, from internationalization to marketing, from content systems to global infrastructure, from localization vendors to brand training, and how to set up a globalization center of excellence.

W.L. manages hundreds of events every year, including mentorship, educational webinars, and social meetups, which create a sense of community and provide a chance to meet and mingle with colleagues. With 10,800 members and nearly 30 chapters worldwide, W.L.'s growing network ensures that no matter where members are based, they have access to a supportive and vibrant community.

Catering to diverse interests and needs within the globalization community, networking events include everything from in-person or virtual local chapter meetings and international conferences like LocWorld, to online webinars, holiday get-togethers, specialized industry workshops, panels, hackathons, and innovation talks.

Women in Localization also offers a range of professional development opportunities designed to empower women at every stage of their careers. Programs and activities organized by W.L. include educational webinars, industry-specific workshops, and discussions on career advancement.

Our 2023 professional development programs have been particularly robust, featuring our BookBuzz series as well as educational events on topics like Marketing for Translators and Financial Literacy. 2023 also marks a year of innovative initiatives that enhance W.L.'s digital outreach, including video series that focus on advocacy, career advancement, and inspirational role models.

Additionally, members benefit from access to the latest research and trends in localization, providing valuable insights and keeping them informed about the industry's evolving landscape.

### Live and virtual (Zoom) events conducted by Global Community in 2023



*\*Held in collaboration with Chapters & Global Growth*

## Educational Events Held in 2023

1. Marketing for Translators
2. Financial Literacy - Don't be scared to talk about money
3. India - Challenges and Opportunities
4. The One Million Words Challenge
5. BookBuzz series designed to educate and empower members
  - Language of Trust
  - Be a Better Sales Leader
  - Take your Company Global



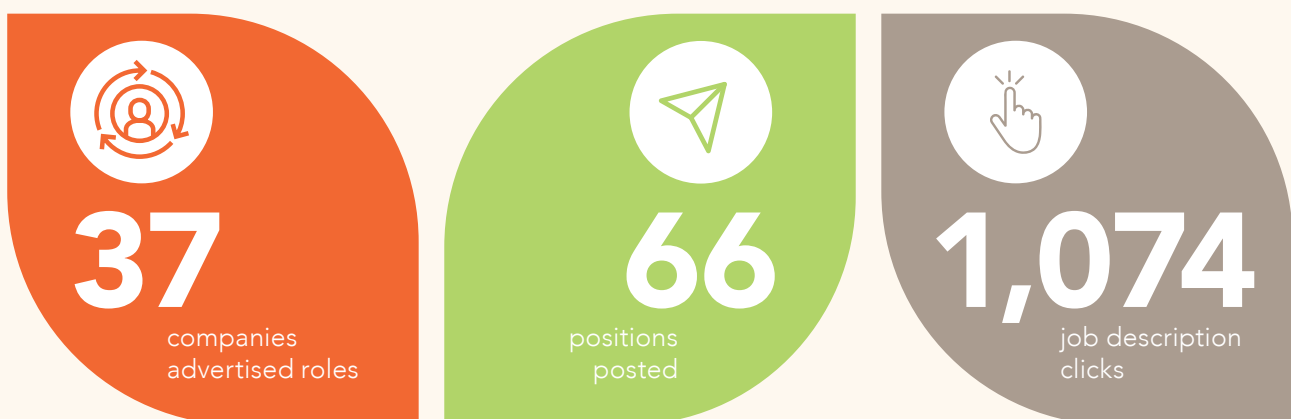
## Global Sponsor Events in 2023

1. Maximize and Scale your Localization Programs in 2023
2. Beyond MT: Navigating the new AI-driven localization landscape
3. Women in Energy: How to succeed in a male-dominated industry
4. How to Optimize your Translation Mix
5. How to Manage a Global Team
6. Product Management in AI



## Job Board Offers Support

During a year when many faced layoffs and job uncertainties, Women in Localization's job board connected employers and candidates seeking new opportunities.

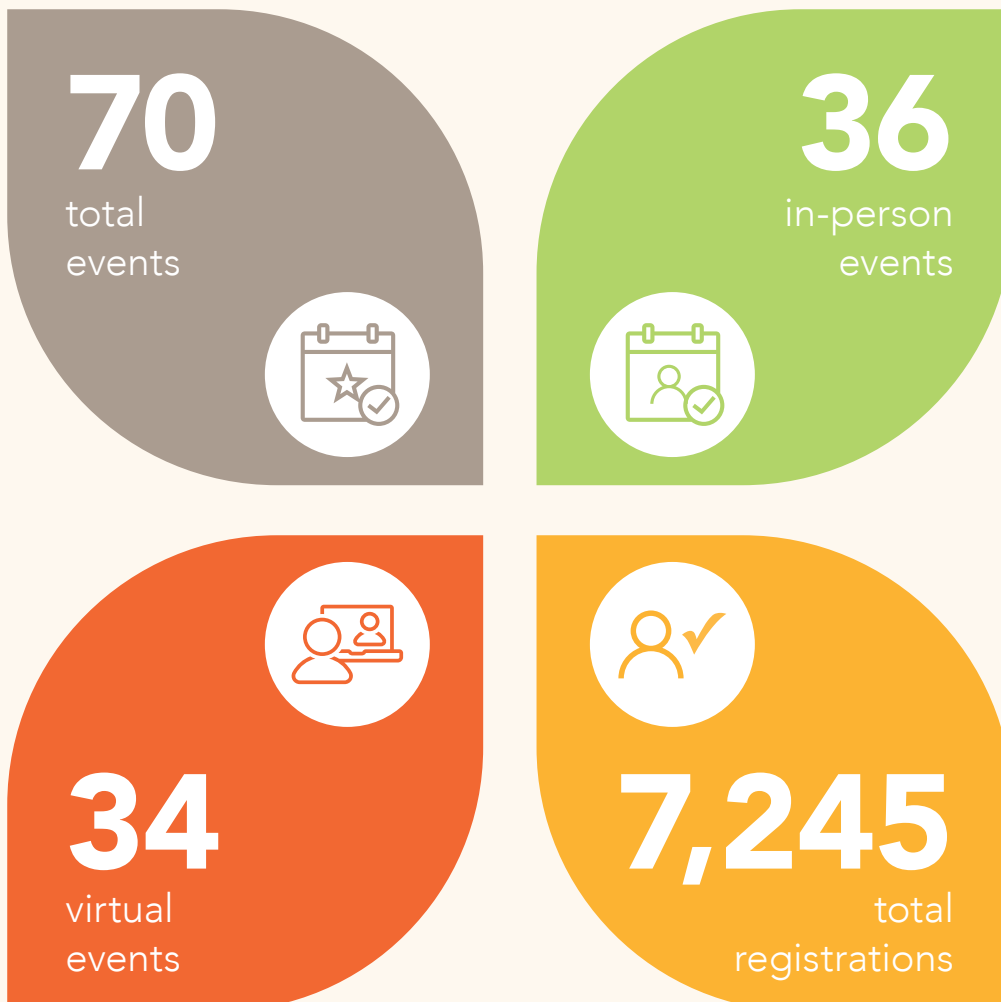


## Top 5 Job Titles Viewed

- Translation Project Manager (Remote, US-based): 80 clicks
- Freelance Quality Lead with a background in linguistics: 69 clicks
- Freelance transcribers and translators for Scripting jobs: 64 clicks
- Localization Community Manager: 49 clicks
- Localization Specialist for AI Dubbing: 41 clicks



## 2023: Return of Face to Face Events and Activities for All W.L. Chapters



## Top 10 2023 In-Person Events

1. WLEC: Toronto Pub Night
2. WLMIIS: Spring into 2023 Happy Hour
3. Women in Localization + LocLunch Denver March Meet Up
4. WLNL Community Networking Event
5. WLPNW: Mentorship: Supporting Your Localization Career
6. WLFR : Événement networking - Venez rencontrer le nouveau leadership 2023
7. WLUK x ATC Networking Lunch - Client Landscapes Birmingham
8. WLUK in-person event (London) - Exploring the world of SEO
9. WLUK in-person event - The Changing Landscape of Audiovisual Translation
10. WLSG: Women in Localization 15th Anniversary Celebration - Mini Networking

## Top 10 2023 Virtual Events

1. WLSP: Beyond MT: Navigating the new AI-driven localization landscape: 502 registrations
2. WLSP: Product Management in AI : 478 registrations
3. WLUK Event - Transcreation Atelier: 350 registrations
4. WLSP: How to Manage a Global Team: 348 registrations
5. WLGC: Pioneering the AI ERA: A Candid Conversation: 320 registrations
6. WLGC: Marketing for Freelance Translators: 319 registrations
7. WLGC: Africa-Land of the next billion users - challenges and opportunities: 280 registrations
8. WLSP: How to Optimize your Translation Mix: 264 registrations
9. WLGC: The Language of Trust: 243 registrations
10. WLIE: Machine translation in the era of Chat-GPT. A paradigm shift?: 234 registrations



## 2023 Website Refresh

As a joint effort between the Technology and Marketing Programs, Women in Localization's refreshed website makes it easier for members, volunteers and the larger Women in Localization community to quickly find the information they're most interested in.



## Launch of Three New Video Series

In 2023 Women in Localization launched three new video series to create more audiovisual organic content. These video series focus on three pillars:

- Be Inspired
- Be Empowered
- Ask the Chapter

# TESTIMONIALS



**Tetyana Struk, CEO**

Member, Volunteer

*When I was introduced to Women in Localization, I was instantly embraced by a vibrant community who not only shared my passion for localization but also embodied a welcoming spirit of inclusion. This sense of belonging motivated my colleagues and me to launch a local chapter in Ukraine, a journey that taught me leadership, resilience, and the power of unity. During the challenging times of war, the community's unwavering support manifested in heartfelt messages, offers of refuge, and a robust support network that transcended professional boundaries. Today, I stand strong as a localization professional, my journey and growth significantly shaped by the impactful experiences I've had with Women in Localization.*



**Irene Onorino, Localization Account Manager**

Member, Volunteer

*I was volunteering for the Global Sponsorship program of W.L. and casually mentioned I was considering changing my career path. Next thing I know, the following week I had an interview scheduled with my current employer! In addition, the wealth of information I gained access to, the network I am still building today as a W.L. member made me a better Localization professional and helped me improve on so many different levels. I'll always be thankful to W.L. (and to Maria Kania in particular) for the unique opportunities of growth and development and I am honored to have the chance to give back to the organization with my volunteering work.*



**Natasha Marques, Team Coordinator**

Member, Volunteer

*Women in Localization has had a profound impact on my life as a localization professional. Through its networking, professional development, and focus on mentorship and empowerment, the organization has enriched my journey in the industry. Now volunteering as a Mentorship Lead and a mentor in the MentorEase platform, I have been able to give back by guiding and empowering newcomers and fostering a cycle of support and growth within the localization community. Women in Localization has given me a sense of belonging to a community that understands and supports the unique challenges faced by women in the industry. The camaraderie and encouragement from fellow members have boosted my confidence and inspired me to continue striving for excellence in my career.*





**Daniela D'Amato**, Operations Manager

Member, Volunteer

*Women in Localization has empowered me as a woman in the localization industry, provided me with invaluable skills for working in a global context – which I wasn't used to – and has opened doors to new opportunities that I might not have otherwise encountered. The support, the networking opportunities, and the empowerment I have experienced have been nothing short of transformative. I will forever be grateful for the impact this organization has had on my journey and I am committed to giving back by supporting and uplifting other women.*



**Ann Chen**, Head of Sales - APAC

Member, Volunteer

*During my time as a volunteer, it's my privilege to know so many leaders who spent their available time dedicated to Women in Localization and the main goal is to support each other and grow together. Always positive feedback and encouragement which was always friendly and respectful. I started one week and received Mimi's message telling me I did a great job and had already heard some positive compliments. It made me want to dedicate more to the organization. I always want to find a chance and say my appreciation to the Women in Localization!*



**Alessandra Gobbi**, Sr. Globalization Strategist - EMEA

Member, Volunteer

*I've volunteered as a Mentor in the Mentorship Program since the program was launched. I discovered that my personal experience could support women professionals moving into a new role or higher stage in their career path. The unexpected outcome is that I learn a lot from the mentees: different roles, ways of working, educational backgrounds, unknown industries. At each meeting I learn something new, and I'm challenged to listen and brainstorm with the mentees on ways to reach their objectives. And each mentee is different and has different needs, so I'm always very curious about the new challenges we will address together.*



**Susan Morgan**, Director of Enterprise Sales - Americas Member, Volunteer

*I have been able to meet and learn from so many people in the industry, whom I would otherwise never have been able to connect with. I work in the Partnerships program, and the networking and development has been invaluable. As a member, I have taken many in-person and virtual events that have expanded my industry knowledge, helped me gain confidence and influenced my career path into leadership. Personally, I have found a group of women who support me - a network I can talk to about work-related challenges, but also an incredible support network for the personal challenges life brings. I value my friendships around the world with these amazing women.*



**Miguel Sepulveda**, Globalization Director

Member

*They often say that although Women in Localization is a "women's" organization, "men" were welcome too, and indeed they are! It's an organization that is completely open and receptive to EVERYONE. Women in Localization is an incredibly positive and inclusive organization that welcomes you with open arms. I love that W.L. has crossed my path because it inspires me to collaborate and helps make the Localization industry a wonderful place to grow. Thank you very much for being an inspiration!*



**Elena McDonnell**, Quality Manager

Member, Volunteer

*Women in Localization is my "village". In the beginning of my career, I often felt at a loss about things, there was definitely that "working in a vacuum" feeling. I kind of had to figure everything out on my own. W.L., for me, became the community that makes you feel supported and that you always have somebody to turn to with questions or doubts. It also makes me feel a part of something bigger than myself which is a great feeling. I have met so many amazing women!*



**Anastasiia Cruz**, Language Manager

Member, Volunteer

*When I had just moved to the US, I had to learn a lot to kickstart my local career. That's when Women in Localization came into the picture, and I jumped right in. The organization has played a significant role in building my network. They gave me the inside scoop on the local corporate culture, showed me the ropes, and gave me a chance to dive in. So many amazing women who were lighting up the scene with their brilliant ideas and world-changing vibes. It's like I stumbled into a treasure trove of inspiration! I am endlessly grateful for this organization and the opportunities it provides.*



**Patricia Paladini Adell**, Localization Consultant

Member, Volunteer

*Networking has been one of the greatest opportunities W.L. has gifted me with. As you may know, in any major Localization Industry event, there is a W.L. booth and several gatherings where the W.L. community can meet and network. Women in Localization is an amazing opportunity to learn about the Localization industry from the best.*



**Chengcheng He**, Senior Project Manager

Member, Volunteer

*I have been volunteering at Women in Localization for almost two years. Volunteering not only allows me to connect with my local community, but also helps me to know more amazing localization people all over Canada. I am a bit shy, but being an events manager motivates me to be brave, enjoy the pleasure of building relationships, and set a proactive mindset! I benefited a lot in this process, personally and professionally. It is rare to see such a dedicated group of women trying to help others in our industry, and I am glad I am part of them.*



## 2023 Sponsors

### PLATINUM SPONSORS



### GOLD SPONSORS



### SILVER SPONSORS



## 2023 Partners



# 2024-2026 ORGANIZATION OBJECTIVES



## Grow Membership

Aim to reach 12,000 members by the end of 2024, with a strategic emphasis on engaging local chapters and institutions to leverage the network effect for growth.



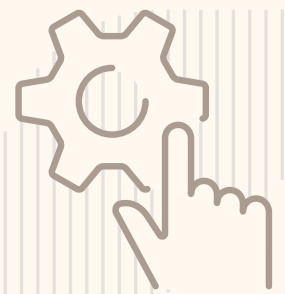
## Amplify Funding

Seek to diversify funding sources beyond localization and technology agencies to support ambitious programs, involving a strategic change in sponsorship strategy.



## Market Leadership

Strive to position W.L. as a market leader by tailoring programs to three distinct personas (newcomers, aspiring leaders, top leaders), simplifying operations to facilitate growth, and vocalizing innovation within the industry.



## Operational Simplification

Empower Program Directors (PDs) to lead with autonomy, emphasizing the need for continuous review and simplification of processes to make operations more efficient and effective.

# WOMEN IN LOCALIZATION IN PHOTOS







# WOMEN IN LOCALIZATION

Women in Localization is a 501(c)(3) nonprofit organization.  
Corporation name: Women in Localization  
Entity number: 4074749  
Formed in: California