

## Read All About It



**GLOBO is changing the language services landscape, and others are taking note.**

GLOBO founder and CEO Gene Schriver was a finalist for Entrepreneur of the Year 2017, founded by EY. This is the world's most prestigious business awards program for entrepreneurs, chosen from an independent judging panel comprised of entrepreneurs and prominent leaders from business, finance and the local community. We're elated the Entrepreneur Of The Year awards committee saw Gene's passion for language services and his commitment to GLOBO.

Congrats again, Gene!

**T**he big news out of our headquarters is a few John Hancocks. In March, [GLOBO acquired Houston-based Certified Translators and Interpreters \(CTI\)](#), founded by Mark Rockford. Mark has been in the language services industry for more than 10 years, and has incredible knowledge

and insight. Over the years, he's advocated for expanding language support for Limited English Proficient individuals. CTI established its footprint in the Southwestern United States and has a presence in Monterrey, Mexico.

We're thrilled Rockford and his team are now under the GLOBO banner.

## GLOBO Gives Back

**O**n May 12, the GLOBO Service Committee volunteered at Animal Care & Control Team of Philadelphia (ACCT Philly). The team spent the morning breaking down temporary cages and stuffing pet supplies into emergency relief bags for our furriest friends. Of course, we met some of the adoptable pets at ACCT Philly, and there were plenty of purrs, wagging tails, and smiles to go around.

One of us couldn't resist: Tannile Brawley, a Talent Acquisition Associate at GLOBO, went back that day and adopted Freddy, one of the dogs we met.



Above: The GLOBO team at ACCT Philly  
Right: Tannile Brawley and her newly adopted pup!

## Client Success Story: NEXON M

**“If you want exceptional customer support that covers all your language needs, and scales with you, GLOBO HQ is the best tool out there for translation. It's as simple as that.”**

- Chris Whittington, NEXON M Community and Customer Support Director

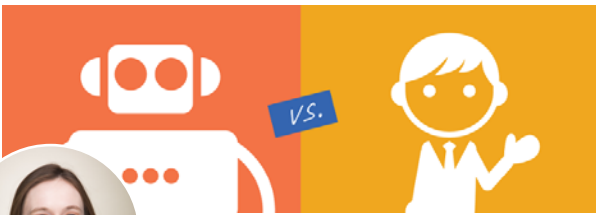
**N**EXON M's is a mobile game developer and publisher based in the San Francisco Bay Area whose game DomiNations achieved millions of downloads worldwide. With it came thousands of support emails from non-English speakers. Responding quickly to every help request proved to be a challenge. Read how GLOBO helped NEXON M [translate and respond to 12,000 queries in 45 days](#).

## Best of the Blog

These posts got plenty of eyeballs over the last three months.

[Do I need Machine or Human Translation? Ask this Question Instead](#)

[Don't Let Your Global Gamers Disconnect. Level up Your Support Team with Translation Services](#)



“Finding the right balance of human and machine translation allows companies to communicate faster and more accurately, yet maintain that human touch.”  
-- Marina Kec, Translation Project Manager

“Game publishers need on-demand language support because a game can become an international chart-topper overnight.”  
-- Kathleen McBride, VP Client Services

[In the Era of Patient-Centered Care, Language Support is Critical](#)



“Patient-centered care is all about including and encouraging patients to have a voice in their health care, and language support enables that practice between providers and limited-English-speaking patients.” -- Matt Schuh, VP Sales & Strategy

## What's the Word?

### Arabic

is now the seventh most commonly spoken non-English language in the United States.

Researchers published predictions that by 2100,

### half

of the world's languages could be extinct.

In its March 2017 update, the Oxford English Dictionary added

### 500

new words, phrases, and senses, including *Chi-town*, *king cake*, and *half-and-half*.

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