



Monterey Institute  
of International Studies  
*A Graduate School of Middlebury College*

# Localization for the Little Guys



May 3, 2011

12:00pm-1:30pm

Irvine Auditorium

Guest Lecturer: Cameron Jahn

Entrepreneurial young executive with 10 years of professional experience looking to develop, execute, and manage international projects at a leading firm. He is a 'can-do' self-starter with exceptional analytical skills and a steep learning curve. His background in investment analysis, journalism and international business has allowed him to cultivate superior financial analysis, cross-cultural communication, and negotiation skill set in English, Spanish and Mandarin.

**Specialties:** Software localization, financial planning & analysis, statistical modeling & forecasting, fluent Spanish, advanced Mandarin

This presentation covers all aspects of taking software into international markets. He will discuss internationalization, localization, quality assurance, and how those activities 'translate' into a successful international market entry strategy. This talk highlights the challenges and opportunities encountered by a relatively small company like Citrix Online in selecting language service providers, evaluating computer-assisted technology tools, and executing a full-blown country launch.