



**DEANN D. COUGLER**

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LINKEDIN  
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## SUMMARY

- Skilled content and business manager, able to work independently, in a team, and as a team leader
- International team and project management background in dynamic companies
- Experience in collaborating with internal and external subject-matter experts
- Years of presenting and communicating to management and colleagues, in English and German

## PROFESSIONAL EXPERIENCE

### **Project Manager, Special Projects (2020-present)**

#### **Fraunhofer-Gesellschaft, Munich, Germany**

*Support a “bilingual project” to efficiently provide communication documents in German and English*

- Assess processes and requirements to make recommendations for improved translation procedures and quality assurance processes
- Evaluate call for tender applications to select a main translation vendor
- Advise on the use of software tools for translation support and terminology maintenance
- Present cases for internal, external, or mixed translation database management scenarios
- Introduce terminology management system and processes

### **Senior Localization Manager, Interim (2019-2020)**

#### **Brainloop AG, Munich, Germany**

*Develop and implement project plans to add additional languages to localization processes*

- Supporting launch of a global terminology project for consistent product language
- Coordinating the use of various terminal- and cloud-based software systems from git to proprietary terminology management software
- Supporting digital content creation and management
- Managing the localization of user assistance guides and software user strings for a secure cloud-based SaaS platform

### **Manager and Team Leader, Technical Writing and Localization (2016-2019)**

#### **Mapp Digital GmbH, Munich, Germany**

*Implemented time and cost saving measures of up to 40% in projects to support downsized team*

- Streamlined agency translation processes for help localization
- Revamped processes for digital content creation and management of the online help system
- Coordinated with product owners and training stakeholders in content development
- International team management and cross-functional project planning

### **Cofounder and Director (2015-present)**

#### **Hot Chestnut UG, Munich, Germany** - helping businesses communicate with their customers

*Managed team growth and sales of shares and product in dynamic growth phase*

- Developed suitable processes and contributed to business activities to gain customers
- Active contribution to UI and UX experiences in app development (pre-sale)
- Product management and planning activities for existing and planned apps

## PROFESSIONAL EXPERIENCE (CON'T)

### **Independent Translator and Consultant (2007-2015)**

**Companies included Infineon, Wacker Chemie, Giesecke & Devrient**

Represented at [www.langolution.com](http://www.langolution.com)

*Achieved consistent, high-level income turnover in my successful sole-proprietor business*

- Independently established a home-office based business, including all aspects of business operations management
- Expanded services from translation into translation management and process consulting
- Developed and held regular presentations and workshops at industry events
- Implemented all marketing and advertising as well as CRM measures

### **Corporate Translation and Terminology Management (2003-2006)**

**Giesecke & Devrient, Munich**

*Reduced redundancies in resources across divisions with a corresponding reduction in five positions*

- Created and presented project plans and implemented a central translation management department for the company using internal translators and external vendors
- Developed a separate terminology consolidation project for a company-wide application

### **Translation Project Manager and Technical Translator (1992-2002)**

**Giesecke & Devrient, Munich**

*Introduced measures to achieve average project savings of 35%*

- Defined procedures for internal and external translations and terminology work
- Introduced and maintained database-supported terminology and translation tools
- Responsible for calculation, planning and monitoring of translation and localization projects

### **Lecturer for English (1991-1992)**

**Merkur Handelsschule, Mannheim**

*Developed modern materials to add to established classroom instruction*

- Taught technical English, translation, and trade correspondence courses at all levels

## INDUSTRY PRESENTATIONS AND WORKSHOPS

### **Project management, localization issues**

- *Technical Documentation Optimization, Acrolinx Content Connections 2018, May 14, 2018, Berlin, Germany*
- *Vendors, Clouds and Security – Guidelines, TC World, Wiesbaden, November 2015*
- *Selling Terminology as a Product, TC World, Wiesbaden, November 2013*
- *Wie ein Komma 50 Euro kostet, tekomp e.V. spring conference, April 2009, Friedrichshafen*
- *Podiumsdiskussion 4 – TK und Übersetzung: Mythos der billigen TM-gestützten Übersetzung in der Technischen Dokumentation, tekomp e.V. spring conference, April 2007, Bamberg*
- *Shape up to ship out – How to clean up your source documentation for effective localization, with Helen Fawcett, tekomp e.V., 7-9 November 2008, Wiesbaden*
- *Does Size Matter? - Grosse Unternehmen gegen Einzelkämpfer in der Übersetzungsdienstleistung, Tekomp e.V. 2007, Wiesbaden*

### **Software tool presentations and best practices workshops**

- *Trados/SDL Roadshows: Geneva (2007), Dachau (2007), Zurich, Berlin*
- *Terminology across the divide, tekomp e.V. November 2011, Wiesbaden*
- *Terminology: The Big Picture, Tradulinguas International Technical Translation Conference, 28-29 May 2010, Lisbon, Portugal*
- *Streamlining Technical and Marketing Communications - Terminology as a tool for collaboration. Localization World, 30 May – 1 June 2006, Barcelona*

## CONTINUING TRAINING

### EN 15038 "Translation Services"

- Auditor's Training pursuant to EN 15038:2006, Translation Services – Service Requirements ISO 19011:2002, 5-7 September 2011, Vienna

### Conferences and events

- Regular visits and presentations at TCWorld by the Tekom e.v. Society for Technical Communication since 1996 (see attached)
- MemoQfest, User Conferences from Kilgray Translation Technologies, 2012, 2014, Budapest
- "Translating into the Future", Federal Association of Interpreters and Translators (BDÜ) 28-30 September 2009, September 2012, Berlin

## EDUCATION

### M.A., American History, Culture and Society

Ludwig-Maximilians-University, Munich, Germany  
Final Grade "Sehr Gut" (A) (2017)

### B.A., Political Science, International Relations

University of Utah, Salt Lake City, Utah, USA  
*Major:* Political Science, International Relations  
*Minor:* German, Translation  
*Internship:* Sen. A. Simpson, Washington, D.C., USA

### International Studies

University of Heidelberg Exchange student for German and political science  
Russian Culture and Politics - Moscow and St. Petersburg through the University of Utah

## MEMBERSHIPS

Tekom e.V. (German technical communication association)  
Project Management Institute®, Southern Germany Chapter  
American German Business Club e.V. (Munich)  
Amerika Haus e.V.

## SOFTWARE

- Cloud-based CMS industry tools for authoring and translation
- XML and DITA based database tools for authoring
- Process Tools Jira, Confluence, Trello, Samepage

## LANGUAGES

English: native  
German: professional level fluent  
French: basic

## INTERESTS

### Linguistics

Structure and languages in popular culture

### History and politics

PhD candidate (in part time) at LMU researching diversification factors in the rural American west

### Social clubs

Held offices of events coordinator, vice president and president of the Munich International Ski Club e.V.  
Active in American German Business Club e.v.