

Maxwell Hoffmann

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UNIQUE QUALIFICATIONS

- Translation/localization and multilingual project management and multilingual DTP support
- Extensive experience in ISO-9001 and Life Sciences
- Directed off-shore production staff on large scale, multilingual projects
- Strong expertise in XML, DITA and CMS
- Experienced in Arabic, Farsi and East Indian language DTP
- Production expertise in FrameMaker, InDesign, Illustrator, Author-It, RoboHelp, Captivate, MS Office, Interleaf and other publishing tools
- Adobe Community Expert on FrameMaker
- Expert in producing Web, Help file and multilingual print output from single-source solutions
- Excellent course development and original content creator; authored widely published white papers
- Trained over 1,500 people in hands-on workshops and training courses
- Over 12 years technical, pre-sales support
- Adept at on-site and remote training
- Worked from remote "virtual" office for over 10 years

EXPERIENCE

Globalization Partners Int'l. ***(Localization)***

Nov 2008 to Present

Director of Document Globalization

Portland, OR

Provides marketing and technical pre-sales support, analyzes content and document assets for estimates and new project work flow. Reviews all documentation estimates for accuracy. Manages all global production and quality assurance (QA) for mid-sized translation company. Manages two direct off-shore reports, (Egypt and Argentina). Recruits, hires and trains other DTP staff as needed; mentors staff to become best of breed in the localization industry. Coordinates with other areas of production for scheduling, work flow, pipeline and management. Authors industry articles, training, white papers and web content. Presents at major conferences and webinars. Provides ongoing research in new technologies and solutions to clients and staff.

WELOCALIZE ***(Localization)***

Jan 2008 to Nov 2008

Production Lead

Portland, OR

Global Production Lead for domestic and European business units. Pre-sales content analysis and consulting; wrote key sections of responses to RFPs for USA and Europe. Customers included Microsoft, Google, Cisco, Apple, Yahoo, Expedia and CA. Relocated to Portland at company expense for new position; I was the only candidate. Conducted critical pre-flight testing for complex multilingual publishing projects for off-shore (CHINA) production staff. Provided spot QA checks and wrote SOPs for remote staff. Researched solutions and located resources for unusual project needs (e.g. Arabic HTML Help.) Created Globalization Boot Camp for Microsoft, ensuring all sales channels were trained to optimize content for localization. Production expertise in FrameMaker, Author-It, RoboHelp, Captivate, InDesign, Illustrator, MS Office and a variety of common publishing tools.

ENLASO CORP. ***(Localization)***

May 2000 to Jan 2008

Manager of Consulting & Training

Thousand Oaks, CA

Promoted to high visibility position in sales support, creating training and consulting solutions in XML, multilingual publishing, data migration, project management and structured FrameMaker. Provided all pre-sales support within the company. Developed on-line training courses and technical resources that differentiated ENLASO from its competitors in the translation industry. Key accounts included TomoTherapy, Match.com and Welch Allyn. Authored widely published white paper on cultural evaluation of text-free icons for McDonald's, which was published in three European magazines and translated into German and Japanese: www.translate.com/Language_Tech_Center/White_Papers/Content/115_McDonalds_Nutrition_Icons_Case_Study.pdf

