



The alignment

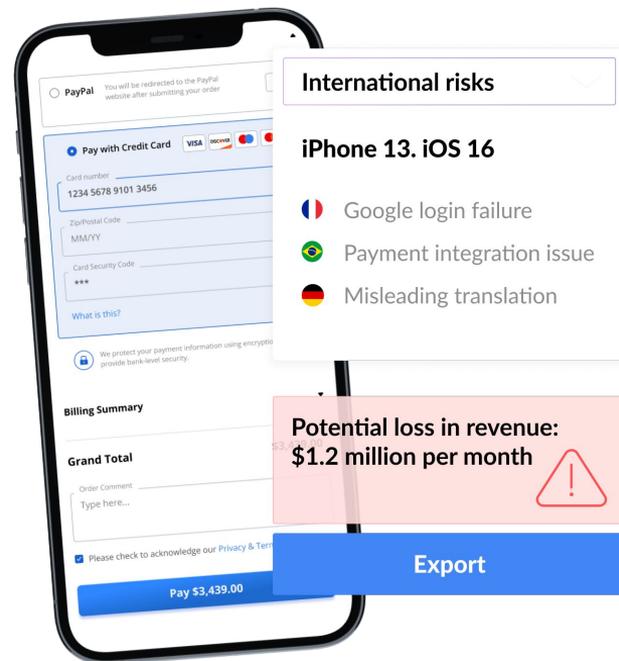
Episode #02 –



← Post on LinkedIn that you're here



Global App Testing





The alignment

What is the alignment?



← Post on LinkedIn that you're here

Our speakers



Alexandru Dochian
Localization PM



Zach Duncan
Head of Localization



Brian McConnell
Head of Localization



Yngvild Trøan
Localization Manager



Sofia Lindblad
CS Manager





Alexandru Dochian
Senior Project Manager



The three fundamental questions l10n teams face

LinkedIn



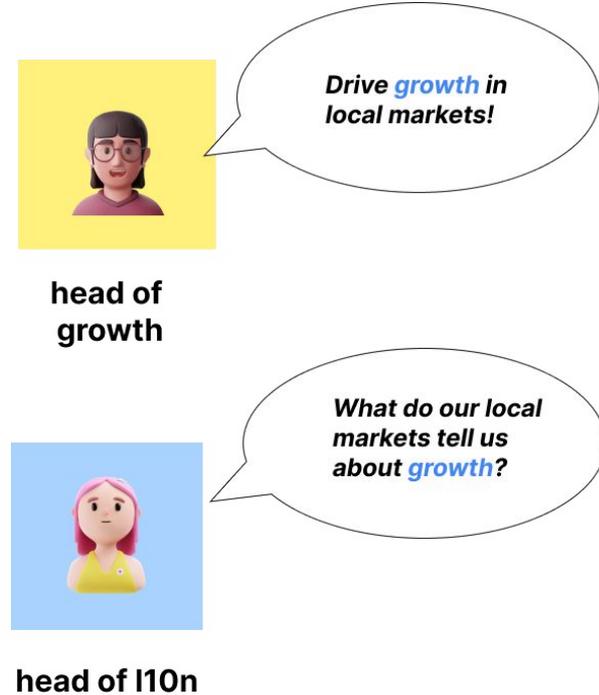
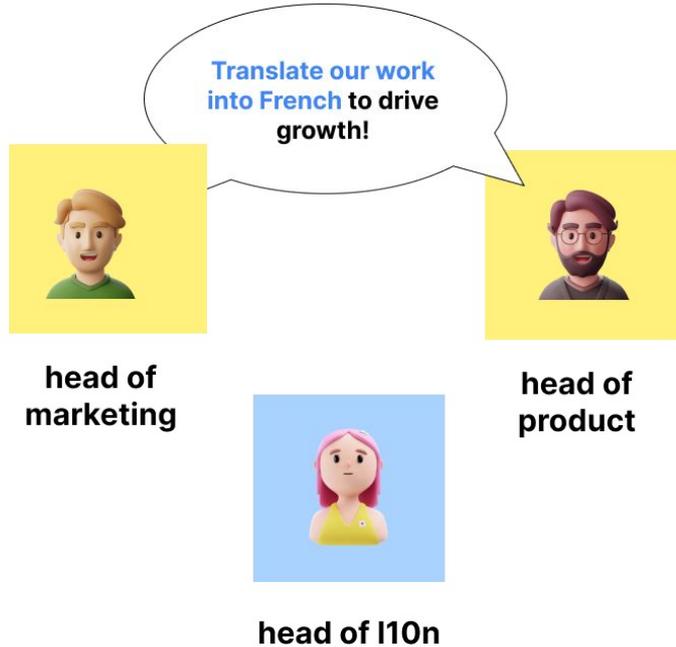
Three questions:

- 1. How to incentivize and direct focus**
- 2. How to think about local expertise**
- 3. How to deliver more, more efficiently**

LinkedIn



1. How to incentivize and direct focus

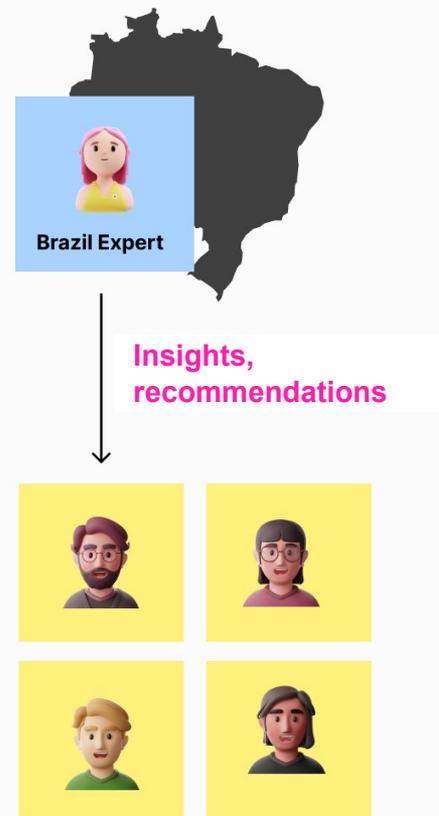


2. How to think about local expertise

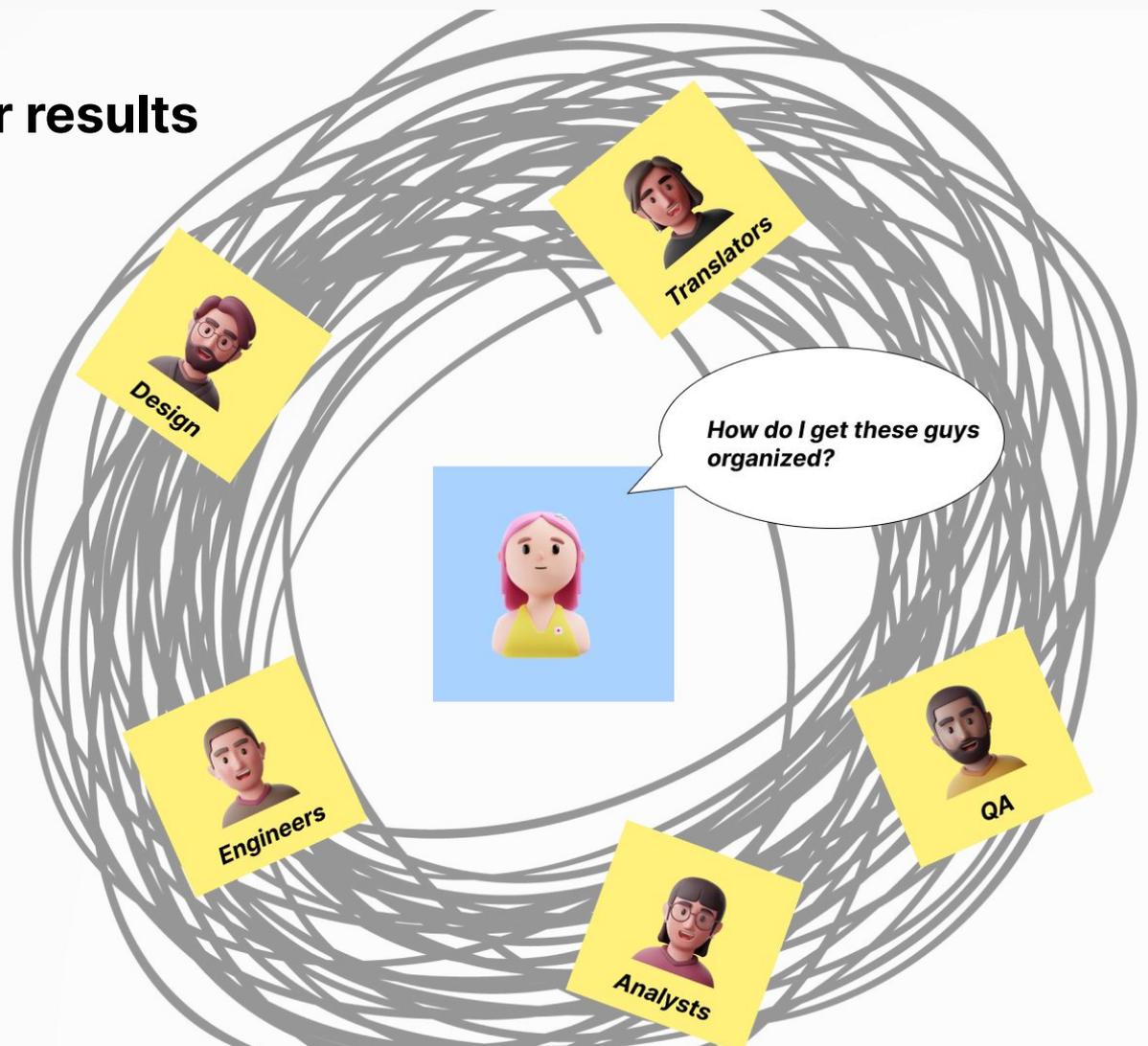
1



2



3. How to deliver better results more efficiently





It's poll time!



Zach Duncan
Head of Localization



Prioritizing effectiveness: building an effective l10n program





Brian McConnell
Head of Localization



Distributing in-house and vendor localization work





Yngvild Trøan
Localization Manager



The entrepreneurial team: mapping need to value

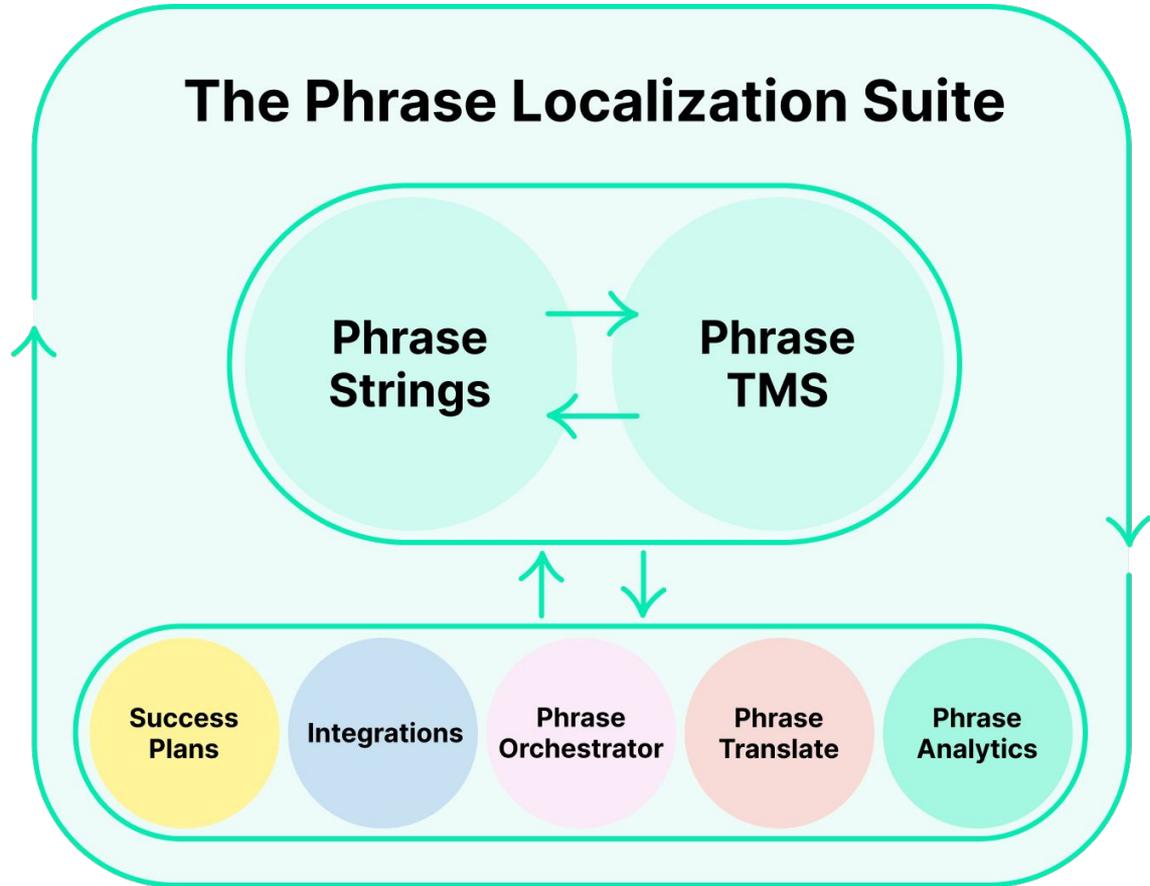


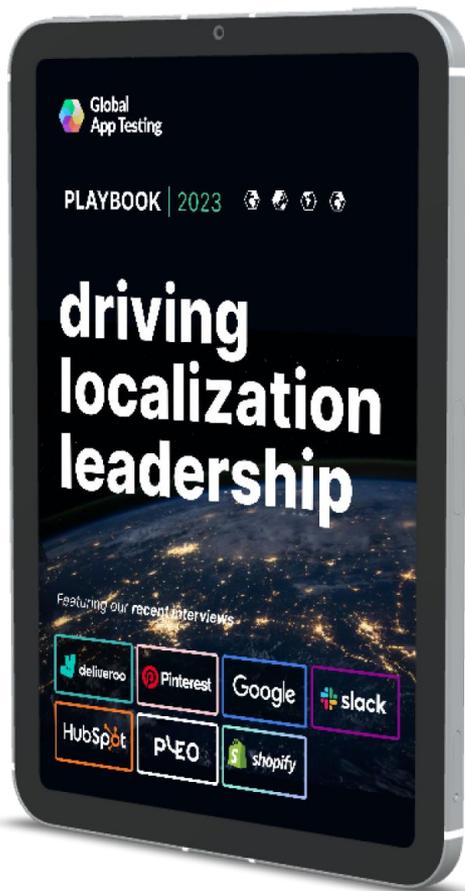


Sophia Lindblad
CS Manager

Introducing Sophia Lindblad

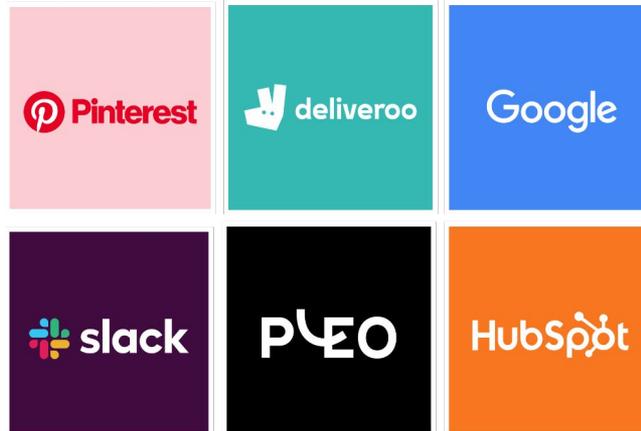






Free, ungated playbook

Ft. our interviews with



Let's align: Q&A



The alignment



Episode #03 –
supercharging localization speed and scale without compromising quality

Open for registration!



July 26th 12PM ET / 9AM PT





Learn more about Phrase

Global App Testing

Launch a **free** test in three of your chosen markets

Get a **FREE** functional localization check-in from professional testers on the ground

How it works:

1. Scan the QR code or check the link in the chat
2. Select your **three markets**, any **devices** and **workflows**
3. Our team will be in touch within 24 hours to start the test

Within 48 hours of launch, we'll check for issues that could be impacting growth in your selected locations.



SCAN ME