

# Anita Racz

## Terminology & Localization Consultant

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### PROFILE

Localization consultant and terminologist with over a decade on both the buyer and vendor side of the language industry, from a Fortune 500 medical technology company to language service providers. I help organizations build terminology programs and localization workflows that lower translation costs, shorten review cycles and keep multilingual messaging consistent. Increasingly, that means turning terminology into a structured, AI-ready asset for machine translation and generative AI. My background combines an MA in Economics with linguistics research and professional translation in English, German and Hungarian.

**Core expertise:** Terminology management & governance · Localization workflow optimization · Language technology selection & integration · ROI and business cases · Quality management · Multilingual software testing · Linguistic GenAI enablement · Training & documentation

### EXPERIENCE

#### Terminology & Localization Consultant

Aug 2019 – Present

Independent consultant

*Remote*

- Advise language service providers and enterprise localization teams on terminology programs end to end: ROI business case, stakeholder discovery, tool selection, termbase design, migration and governance.
- Delivered a full terminology implementation for a client's documentation and language services teams: consolidated scattered glossaries into one termbase, integrated it with Phrase and Congree, and trained users.
- Review and streamline translation workflows, automate hand-offs and align technology stacks with business goals.
- Design AI-ready terminology frameworks and linguistic GenAI assistants (Microsoft Copilot) that answer writers' and translators' questions from the termbase and style guides.
- Provide pre-sales subject-matter support that helps LSPs win and retain enterprise clients.

#### Quality & Client Solutions Specialist

Aug 2019 – Apr 2026

Crestec USA, Inc. (freelance)

*Remote*

- Member of the Quality Program Management team; optimized and documented operational workflows to make delivery consistent across teams.
- Built a scalable framework to measure quality performance and drive continuous improvement.
- Linked quality assurance with pre-sales by matching client requirements to tailored solutions, including terminology management services for enterprise clients.

#### Staff Translation/Localization Specialist

Nov 2016 – Jul 2019

Becton, Dickinson and Company (BD), Diagnostic Systems

Sparks, MD, USA

- Managed translation and localization of product labeling and software into 35 languages, including vendor, quote and query management, quality assessment and linguistic review.
- Ran multilingual software testing with R&D and in-country reviewers, enabling multilingual user interfaces for products such as the BD Phoenix M50 (automated AST) and the BD Synapsys informatics solution.
- Built the business case, requirements and ROI for an enterprise terminology tool; designed the termbase architecture, workflows and automated termbase exchange with vendors. The solution was later adopted by a second business unit.
- Founded and led the Terminology Review Board, which set the process for mining, proposing, reviewing and approving terms.
- Wrote standard operating procedures and translation style guides, and automated translation, review and TM workflows.

#### Lead Terminology Consultant

Sep 2015 – Nov 2016

Rockant Training & Consulting

Washington, D.C., USA

Terminology consulting and implementation for clients including Agilent Technologies, FM Global and Vistaprint.

- Reduced translation costs by an average of 27% by centralizing corporate terminology databases, workflows and processes.

- Integrated termbases with SDL Trados, Smartling, TermWeb and Acrolinx, contributing to 14% faster time to market.
- Planned and managed the Acrolinx implementation at Agilent Technologies: delivered on time, 5% under budget, with 98% customer satisfaction.
- Eliminated two post-translation QA cycles by introducing the one2edit review and editing tool.
- Developed training materials and coached 100+ subject matter experts across time zones.

## EARLIER EXPERIENCE

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**Freelance Translator (DE/EN/HU), Self-employed and Euro-Com '92 Ltd.** 2007 – 2016

Legal, technical and manufacturing translation. Clients included Cohen Milstein Sellers & Toll (German-English evidentiary documents for class action litigation), EDC Corp. and EBG compleo (website localization).

**Branch Liaison, Oberbank AG** May 2014 – Jul 2015

Managed German-Hungarian communication between the Austrian headquarters and the Hungarian branch, reviewed bilingual legal documents and interpreted compliance regulations with the Legal department.

**R&D Linguist, University of Szeged, Research Group on Artificial Intelligence** Aug 2013 – Apr 2014

Natural language processing research: annotated a 400,000+ token quadrilingual legal parallel corpus and co-authored papers on light verb constructions (LREC 2014) and early detection of Alzheimer's disease from speech.

**Founder & Manager, Flex-Loyal Ltd.** 2008 – 2015

Built a regional vacation rental agency with multilingual booking websites; grew it to the district's top seller with 5,000+ guest nights a year.

## EDUCATION & AWARDS

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**MA in Economics, International Economy and Business**, University of Szeged 2012 – 2015

**MA in Education, Teacher of German and Spanish**, University of Szeged 2008 – 2014

**Erasmus exchange semester**, University of Salamanca, Spain 2010 – 2011

- **1st Prize, German Linguistics section**, 33rd National Scientific Students' Conference, Hungary (2013); Scholarship for Talents, Hungarian Republic (2010, 2012)
- **Publications**: 4 papers in computational and contrastive linguistics, including LREC 2014

## TOOLS & LANGUAGES

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|---------------------------------|---------------------------------------------------------------------------------------------------------------------|
| <b>Terminology &amp; QA</b>     | Kalcium Quickterm, TermWeb, MultiTerm, QTerm, Acrolinx, Congree                                                     |
| <b>TMS &amp; CAT</b>            | Phrase, Trados, memoQ, Smartling, Wordbee, one2edit                                                                 |
| <b>Content &amp; publishing</b> | MadCap Flare, Adobe InDesign, FrameMaker, Microsoft Visio                                                           |
| <b>PM, reporting &amp; AI</b>   | Jira, Wrike, Cloudwords, SharePoint, Power BI, Tableau, Microsoft 365 & Copilot                                     |
| <b>Languages</b>                | Hungarian (native) · English (full professional) · German (professional) · Spanish (intermediate) · Italian (basic) |