

People Moves • By **Marion Marking** On 10 May 2016

Laura Pepitone – WriterAccess

Cloud-based content creation agency WriterAccess named Laura Pepitone Global Account Manager from December 1, 2015. Working out of the company's Boston headquarters, she reports to CEO Byron White.

Pepitone disclosed to Slator that she had just finished setting up their new translation feature. "It went live a couple of weeks ago. Once it grows big enough, we'll start hiring account managers to report in to me," she said.



She was once a translation project manager in the Netherlands for almost six years, Pepitone said. "I enjoyed it very much, but when I moved to Boston, I wanted to find a way to combine linguistics and technology."

She loves "connecting cultures and the human element in language," she explained, pointing out that since technology now has a greater impact, "I am inspired by the challenge to keep the industry efficient but 'human' at the same time." She had seen WriterAccess doing just that for freelance writers and editors, and "got excited when they told me they wanted to expand into translation."

Pepitone, whose mother tongue is Dutch, recalled, “I taught myself English at a young age by watching MTV, before it had subtitles, and translating song lyrics.”

She is now fluent in English and speaks intermediary German. “I lived on the German border for 10 years and I want to take lessons to become fluent.” she said, adding that “My French is elementary, because I haven’t used it much.”

Pepitone was the project manager who supervised the Dutch translation of *Fifty Shades of Grey* (2011 erotic romance bestseller turned Hollywood movie—*Ed.*). “The hype around the book was enormous, and our translation received great reviews,” she said.

She recalled, “Reporters approached me for interviews and I was on the radio, but I felt awkward because I didn’t want to be associated with the book too much.” Besides, Pepitone said, she “had only assembled and supervised the team of translators who had done the ‘actual’ job of translating.”

Although she was “very hesitant” to respond to media requests back then, today, she would be “much more open and welcoming, seizing it as a PR opportunity for my company.”

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