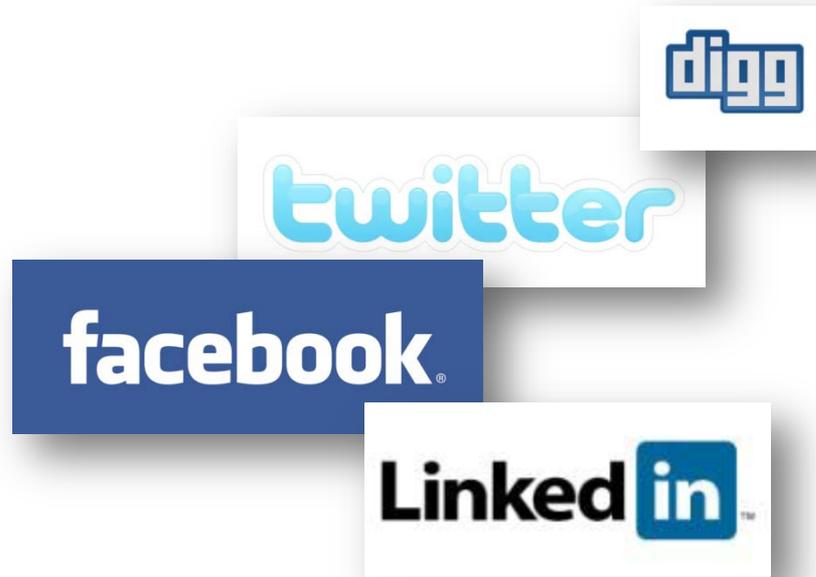


2009

# Social networks

Uwe Muegge



social networks

# social network

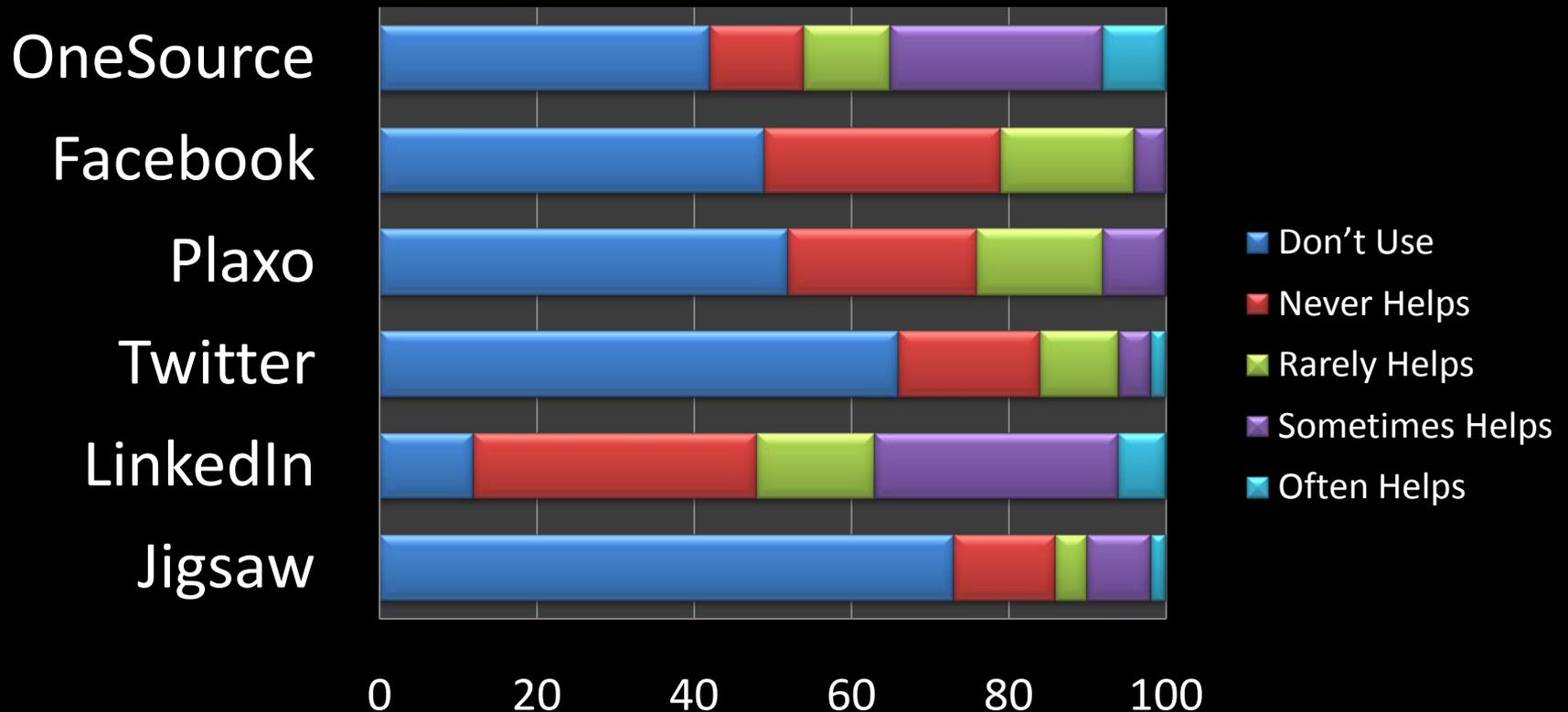
noun

- online community of people who share interests
- web of people who **interact** with each other
- website that connects like-minded people



Do social networks help you  
win new business?

# ES Research survey says



Uwe says

Percentage of clients won  
through social networks

100%



A woman with short blonde hair, wearing a black suit and black boots, is captured in mid-air, jumping joyfully with her arms raised high. She has a wide, open-mouthed smile, conveying a sense of excitement and triumph. The background is a plain, light color with a subtle white arrow pointing downwards from the top right towards the bottom left.

social  
networks  
**work!**

winning  
with



# What does winning with LinkedIn look like?

## SW strings review in Passolo

Date: March 25, 2009

To: Uwe Muegge

Hi Uwe,

I am looking for the LSP to perform a review of the medical SW (radiation treatment) in Passolo.

Would you be able to help with this kind of review?

Please advise.

Reply ▾

 Forward

Reply ▾

 Forward



Finding

new

prospects

Being found  
by  
prospects



# LinkedIn profiles rank high on Google hit lists

Web [Images](#) [Maps](#) [News](#) [Video](#) [Gmail](#) [more](#) ▼

   [Advanced Search](#)  
[Preferences](#)

---

Web [Books](#)

[Uwe Muegge - Wikipedia, the free encyclopedia](#)  
Uwe Muegge currently works for Medtronic, the world's largest medical technology company, as a corporate terminologist and holds an adjunct professor ...  
[en.wikipedia.org/wiki/Uwe\\_Muegge](http://en.wikipedia.org/wiki/Uwe_Muegge) - 66k - [Cached](#) - [Similar pages](#)

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[Amazon.com: Translation Contract: A Standards-Based Model Solution ...](#)  
With Translation Contract, **Uwe Muegge** has created a reference that protects both translators and their clients, and helps them communicate more effectively ...  
[www.amazon.com/Translation-Contract-Standards-Based-Model-Solution/dp/1418416363](http://www.amazon.com/Translation-Contract-Standards-Based-Model-Solution/dp/1418416363) - 246k - [Cached](#) - [Similar pages](#)

[Uwe Muegge: An overview of the biography of Uwe Muegge.](#)  
Information about the biography of **Uwe Muegge**. Information about **Uwe Muegge's** experience in the domain of translation tools and localization processes.  
[www.muegge.cc/uwe-muegge-biography.htm](http://www.muegge.cc/uwe-muegge-biography.htm) - 41k - [Cached](#) - [Similar pages](#)

[www.muegge.cc/uwe-muegge-biography.htm](#) - 41k - [Cached](#) - [Similar pages](#)  
Information about the biography of **Uwe Muegge**. Information about **Uwe Muegge's** experience in the domain of translation tools and localization processes.

# Your LinkedIn profile could be the first thing a prospect sees about you

## Uwe Muegge

Translation for the Life Science Industries Expert:  
Pharmaceutical, Medical Device, and Biotechnology  
Localization  
Greater Minneapolis-St. Paul Area



[Contact Uwe Muegge](#)  
[Add Uwe Muegge to your network](#)

Public profile powered by: **LinkedIn**  
Create a public profile: [Sign In](#) or [Join Now](#)

**View Uwe Muegge's full profile:**

- See who you and Uwe Muegge know in common
- Get introduced to Uwe Muegge
- Contact Uwe Muegge directly

[View Full Profile](#)

**Name Search**  
Search for people you know from over 40 million professionals already on LinkedIn.

First Name  Last Name   
(example: **Jeff Weiner**)

**Current**

- Director of MedL10N, the Life Science Division of CSOFT at CSOFT International
- Adjunct Professor for Computer-Assisted Translation, Machine Translation, and Terminology Management at Monterey Institute of International Studies
- Language Consultant for Machine Translation, Controlled Language, and Terminology Management at muegge.cc

**Past**

- Senior Principal Terminologist for Medical Device Terminology, Machine Translation Specialist at Medtronic
- Senior Terminologist for Medical Device Terminology, Machine Translation Specialist at Medtronic
- Technical Translator and German Language Localization Specialist at J.D. Edwards

[2 more...](#)

**Education**

- Eberhard-Karls-Universität Tübingen
- Monterey Institute of International Studies
- University of Oregon

[1 more...](#)

**Education**

- Eberhard-Karls-Universität Tübingen
- Monterey Institute of International Studies
- University of Oregon

[1 more...](#)

**Name Search**  
Search for people you know from over 40 million professionals already on LinkedIn.

First Name  Last Name   
(example: **Jeff Weiner**)

Sharpen  
your profile



# No profile is complete without a **photo** and a **tagline**

## Uwe Muegge

Translation for the Life Science Industries Expert:  
Pharmaceutical, Medical Device, and Biotechnology  
Localization

Greater Minneapolis-St. Paul Area



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Localization

Pharmaceutical, Medical Device, and Biotechnology  
Translation for the Life Science Industries Expert:

## Uwe Muegge



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 [Contact Uwe Muegge](#)

# Make things easy for your prospects: write a **summary**



## Uwe Muegge's Summary

More than 10 years of experience developing unique solutions for optimizing the globalization of content by streamlining the authoring, multilingual translation and localization, and quality assurance cycles

Areas of expertise include:

- Creating controlled language content for global audiences
- Using machine translation for the translation of controlled-language content as well as uncontrolled content
- Optimizing human and machine translation and localization processes
- Developing global terminology management solutions that integrate with content creation and management systems
- Evangelizing content creation, language translation and localization standards (member of ISO TC 37)

Contact information:

[uwe.muegge@medl10n.com](mailto:uwe.muegge@medl10n.com)

+1 (952) 955-7708

+1 (952) 955-7708  
[uwe.muegge@medl10n.com](mailto:uwe.muegge@medl10n.com)

# List all relevant experience

## Uwe Muegge's Experience

Director of MedL10N, the Life Science Division of C SOFT

CSDP 1 International  
(Pharma, Med, Translation and Localization Industry)

2005 — Present (17 years)

MedL10N, the Life Science Division of CSDP  
Minneapolis, Minnesota

- Provide leadership in areas such as translation quality assurance, translation process optimization, terminology management, and machine translation
- Review white papers and articles for internal and external audiences
- Provide consulting services to key accounts in the pharmaceutical, medical device, biotechnology and other life science industries

Adjunct Professor for Computer-Assisted Translation,  
Machine Translation, and Terminology Management  
Monterey Institute of International Studies  
(Educational Institution, Higher Education Industry)

2003 — Present (14 years)

Translation and Localization Project Management Program  
Monterey, California

Teach courses in:

- Terminology Management
- Computer-Assisted Translation
- Machine Translation and Controlled Language

Language Consultant for Machine Translation, Controlled  
Language, and Terminology Management

Muegge LLC

(Translation and Localization Industry)

2002 — Present (17 years)

- Provided language consulting services to some of the largest global organizations, e.g. Daimler, IBM, SAP, Siemens, Sun
- Provided comprehensive terminology management services, including automatic terminology extraction, terminology research and SDL, MultiTerm dictionary creation, as well as automatic terminology checking for translated texts
- Developed several controlled languages, including CLiOUT™ (Controlled Language Optimized for Uniform Translation)

Senior Principal Terminologist for Medical Device  
Terminology, Machine Translation Specialist

Medtronic

(Public Company, MDT, Medical Device Industry)

2007 — 2008 (1 year)

Senior Terminologist for Medical Device Terminology,  
Machine Translation Specialist

Medtronic

(Public Company, MDT, Medical Device Industry)

2004 — 2007 (3 years)

Technical Translator and German Language Localization  
Specialist

J.U. Software

(Public Company, JUSO, Computer Software Industry)

2002 — 2004 (2 years)

2002 — 2004 (2 years)

Senior Principal Terminologist for Medical Device Terminology, Machine Translation Specialist

Medtronic

(Public Company, MDT, Medical Device Industry)

2007 — 2008 (1 year)

Senior Terminologist for Medical Device Terminology, Machine Translation Specialist

Medtronic

(Public Company, MDT, Medical Device Industry)

2004 — 2007 (3 years)

Technical Translator and German Language Localization Specialist

J.U. Software

(Public Company, JUSO, Computer Software Industry)

# Relevant profile = high ranking on LinkedIn People Search

People

2,097 results for **medical localization** [ Save this search ]

Sort by: **Relevance** ▾ View: **Basic** ▾

---

 **Uwe Muegge** YOU

**Translation for the Life Science Industries Expert:  
Pharmaceutical, Medical Device, and Biotechnology  
Localization**

Greater Minneapolis-St. Paul Area | Translation and  
Localization

---

 **Angela Starkmann** in 1st

**Independent Localization Specialist, Minimal Translation  
Management Trainer, TILP council member**

Augsburg Area, Germany | Translation and Localization

In Common: ▶ 43 shared connections ▶ 5 shared groups

In Common: ▶ 43 shared connections ▶ 2 shared groups

Augsburg Area, Germany | Translation and Localization

# Relevant profile = high ranking on LinkedIn People Search

People

2,541 results for **controlled language** [ Save this search ]

Sort by: **Relevance** ▾ View: **Basic** ▾

---

 **Uwe Muegge** (YOU)

Translation for the Life Science Industries Expert:  
Pharmaceutical, Medical Device, and Biotechnology  
Localization  
Greater Minneapolis-St. Paul Area | Translation and  
Localization

---

**Sharon O'Brien** (1st)

Lecturer/Researcher in translation technology/controlled  
language & MT at Dublin City University  
Ireland | Translation and Localization  
In Common: ▶ 8 shared connections ▶ 1 shared group

In Common: ▶ 8 shared connections ▶ 1 shared group  
Ireland | Translation and Localization

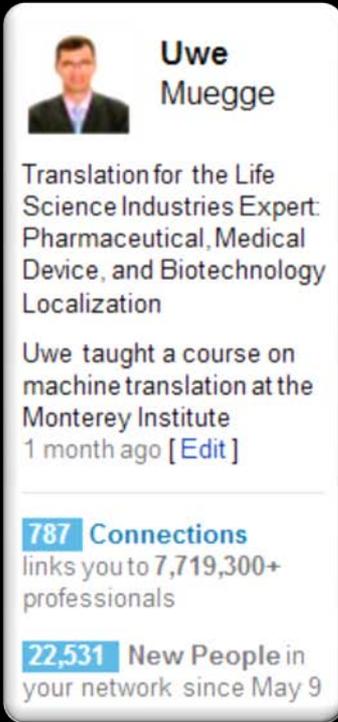
# Grow your network



Out-of-network members  
**are invisible to you...**  
...and so are you to them!



# Size matters!



**Uwe Muegge**

Translation for the Life Science Industries Expert: Pharmaceutical, Medical Device, and Biotechnology Localization

Uwe taught a course on machine translation at the Monterey Institute  
1 month ago [Edit]

**787** Connections  
links you to 7,719,300+ professionals

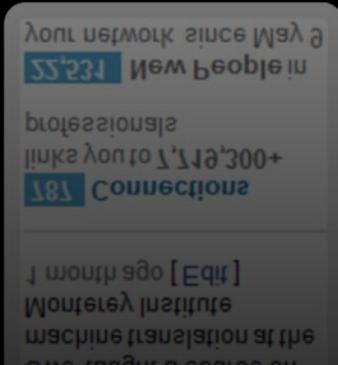
**22,531** New People in your network since May 9

What the numbers mean:

**787:** direct contacts

**7,719,300:** visible contacts

**22,531:** new contacts within the last 24h



your network since May 9

**22,531** New People in

professionals

links you to 7,719,300+

**787** Connections

1 month ago [Edit]

Monterey Institute

machine translation at the

one taught a course on



How to add new  
connections?

After you interact,

**connect**



# The fast track



Join relevant [groups](#) (up to 50)



Import your contacts from [Outlook](#), [ACT](#), etc.,  
See who's a LinkedIn member,  
Connect with them

500+

Connect with other [well-connected members](#)



Engage  
your  
network

# Keep your contacts informed: update your status frequently

**Uwe Muegge** 

Translation for the Life Science Industries Expert:  
Pharmaceutical, Medical Device, and Biotechnology  
Localization

Greater Minneapolis-St. Paul Area | Translation and  
Localization



Uwe Muegge is working on two presentations to be delivered at the CSOFT Global Summit in Beijing at the end of May 14 seconds ago

CSOFT Global Summit in Beijing at the end of May 14 seconds ago  
Uwe Muegge is working on two presentations to be delivered at the  
Localization  
Greater Minneapolis-St. Paul Area | Translation and  
Localization  
Pharmaceutical, Medical Device, and Biotechnology  
Translation for the Life Science Industries Expert:  
Uwe Muegge



# Establish yourself as an expert: provide answers to group questions

you

**Uwe Muegge**

Translation for the Life Science  
Industries Expert: Pharmaceutical,  
Medical Device, and Biotechnology  
Localization  
[see all my answers](#)

John,

I take it you are familiar with the LISA QA Model, of which, as you probably know, Microsoft was an early adopter. Here are two additional quality standards you may find useful:

- \* ASTM F2575-06 Standard guide for quality assurance in translation.
- \* SAE J2450 Translation quality metric.

The ASTM standard is fairly new (was published last year) and not very well known yet. SAE J2450, on the other hand, has been around for a number of years, and this standard, even though developed for the automotive industry, is widely used in the translation and localization field.

By the way: Contrary to popular belief, there are quite a few standards available for our industry. The link below will take you to my website that lists more than 50 relevant translation standards.

Links:

<http://muegge.cc/translation-standards.htm>

<http://muegge.cc/translation-standards.htm>

Links:

translation standards.

By the way: Contrary to popular belief, there are quite a few standards available for our

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\* SAE J2450 Translation quality metric.

\* ASTM F2575-06 Standard guide for quality assurance in translation.

Links:

The link below will take you to my website that lists more than 50 relevant translation standards.

[see all my answers](#)

Localization  
Medical Device and Biotechnology  
Industries Expert: Pharmaceutical



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# Q&A

