

Andrew Lawless

Chief Inspiration Officer, Bestselling Author, Speaker

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Summary

Andrew Lawless is a best selling author ('Henning Packt Aus'), speaker, writer, business owner, and a reference point for aspiring professionals that help US businesses generate \$2.4 trillion of revenue each year.

His company, Rockant, automates global digital marketing, and helps you speak with one-voice - in all marketing channels and all languages - for maximum brand impact worldwide.

As President and Prime Mover of Rockant and Lawless Guides™, Andrew is razor sharply focused on inspiring and priming localization professionals for success.

Experience

Founder & Chief Inspiration Officer at Rockant Training & Consulting

October 2012 - Present (3 years 7 months)

Rockant (www.rockant.com) automates global digital marketing, and helps you speak with one-voice - in all marketing channels and all languages - for maximum brand impact worldwide.

The provides consulting, training and managed services to managers of international programs, products and services. It serves an industry that generates \$2.1 trillion of revenue per year in the US alone, but also experiences a severe shortage of young qualified professionals and senior level managers.

Rockant fills that gap by providing guidance on operational strategies and tactics, equip the global workforce with needed skills, and provide mission critical services, such as project management, terminology management and multilingual web content management.

Rockant currently launches Lawless Guides, an online program for self-paced training to help individual localization professionals to thrive and grow.

Founder & President at Dig-IT - Strategies for Content Globalization

March 2005 - October 2012 (7 years 8 months)

Dig-IT (www.dig-it.us) is the go-to consulting firm for strategic and tactical guidance for content globalization.

Dig-IT is a 100% virtual company. Our slogan is: Work hard – Be nice. We have learned that people will forgive you most cross-cultural blunders if they know you to have strong work ethics and to be indiscriminately supportive of others.

Our mission is to help you to be a better global citizen and enjoy the process of getting there. We have three guiding principles...

There is always a solution.

No matter what you want to create or make happen, we can figure it out. We are connected to most brilliant minds in localization and multilingual content management. Cloud computing and social collaboration allow us to connect with almost anyone on the planet to help bring you a solution, fast.

Integrity rules.

We turn down revenue, opportunities and partnerships that, despite looking great on our income statement, might create conflict of interest with our clients. We do not have formal partnerships with any of our clients' vendors. And we do not accept their offers to pay 'finders fees', 'incentives', 'commissions', or whatever else you will call it. We truly, deeply care about our customers and our larger audience. That's why we strive to over-deliver on our commitments in everything we do.

Work Hard – Be Nice.

We value innovation, drive, attention to detail, fast response time, unwavering commitment to an outstanding customer experience and a laser-like focus on efficiency and bottom line results.

If there's anything we can do to improve your experience with us, or you have ideas to share, let us know!
Our business hours are Monday – Friday from 9 AM – 5 PM ET. We strive to respond to phone calls within 48 business hours and emails within 24 business hours.

Business Unit Manager at World Bank

March 2000 - March 2005 (5 years 1 month)

Recruited by the director of the General Services Department of The World Bank, a unique development institution owned by 184 member countries. Focused on turning around the downward spiral of the translation/interpretation unit, which had lost 67% of its original business and was experiencing an annual average decrease in revenues of 15%. Subsequently selected to collaborate with other stakeholders on the development of strategies designed to improve the effectiveness and efficiency of the World Bank's translation and localization efforts.

- Led a successful turnaround of the translation/interpretation unit by reversing the drop in revenue and reducing globalization costs by 37%.
- Developed plans for translation/localization initiatives that were approved by the Board of Directors. Increased revenues by 17% over previous year (FY03) through implementing a technology infrastructure for global workflow, knowledge, resource and content management.

Managing Director at Berlitz

1997 - 2000 (3 years)

Recruited by the Executive Vice President of this company owning/franchising 500+ language centers in 60+ countries. Challenged to orchestrate a turnaround of the company's headquarters in Central & Eastern Europe, which had been losing money for six years.

- Reversed losses of \$287,000 to \$35,000 and increased sales by 18% within four months. Exceeded profit goals by 153% at a profit ratio of 8.2% the following year.
- Steered the company's transition from being a pure translation bureau to a full-service solution provider that helps global organizations drive their products to international markets faster and at a lower total cost.
- Prepared the organization for future growth by converting its customer base from local small and mid-size companies to global enterprises. Acquired Volkswagen, Audi, Oracle and IBM as new clients while retaining existing key accounts (Porsche, Heidelberger Druckmaschinen).

Managing Director at Von Holtzbrinck Publishing Services

1994 - 1996 (2 years)

Recruited by one of the owners of this group of publishing companies in the U.S. held by Verlagsgruppe Georg von Holtzbrinck, which is based in Germany; U.S. publishers include Scientific American, St. Martin's Press, Henry Holt & Co., Farrar Straus and Giroux, W.H. Freeman and Worth Publishers, and Palgrave Macmillan. Set up its American electronic publishing arm in an effort to drive international expansion. Managed a three-person team of Product Managers.

- Spearheaded strategy to enter the electronic publishing market in the U.S. and designed product lines and their distribution strategies with a minimal budget.
- Developed titles including The Complete Robert Frost (CD-ROM), and Ozzie's World, and acquired German rights for titles including Brief History of Time (CD-ROM), Sophie's World, and others.
- Facilitated connection to the Internet by setting up a frame relay scenario to host the server and designed/launched Scientific American's web site (www.sciam.com).

Editor at 64er Magazin, Draheim & Moellers, Forbes

1988 - 1992 (4 years)

Volunteer Experience

Whatever I can do to help at Family Services

Drive children to Shriners Hospital for Children for treatment at Shriners Hospitals for Children

January 2014 - Present

Serve meals to families at Nourish Now

December 2015 - Present

Languages

German

Skills & Expertise

Globalization

Localization

Translation

Key Performance Indicators

Internationalization

Process Automation

Program Management

Multilingual

Business Strategy

International Project Management

Project Management

Management Consulting

Testing

International Development

Business Process

Content Management

German

Technical Translation

International Marketing

Strategy

Management

Foreign Languages

Linguistics

Entrepreneurship

Cloud Computing

Executive Management

International Sales
Solution Selling
International Business
Global Business Development
Start-ups
Strategic Partnerships
Consulting
Product Management
Strategic Consulting
Thought Leadership
Enterprise Software
Go-to-market Strategy
Outsourcing
SaaS
E-commerce
Professional Services
Terminology
CRM
Mobile Devices
Global Strategy

Publications

The Top Global Brands on the Web - How'd They Do That? And How Can I?

October 29, 2009

Authors: Andrew Lawless, Valerie Parra Hufbauer, Don DePalma

Key insights into how the web's leading global brands reach their international audiences. Designed for web executives, strategists, and practitioners who want to develop a multilingual content strategy and translate their organization's strategic global vision into a cost-effective, sustainable, and tactical action plan.

Education

GSG

RWTH Aachen University

Electrical Engineering

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20 people have recommended Andrew

"I have had the pleasure of meeting and collaborating with Andrew and his fabulous Rockant team at industry events, including a workshop that Andrew and Rockant held focused on the professional learning and growth of globalization/digital marketing leaders. Andrew cultivates an environment that is at once passionate and caring, aspirationally and practically seeking the betterment of others, and of the world more broadly. The Rockant staff is given a tremendous opportunity to learn and grow and strive for continuous improvement interpersonally and professionally. In a word, inspirational. I think of Andrew as an industry leader with an aptitude for knowing where the growth will be and how to capture the best out of individuals and corporations alike."

— **Paige Williams**, *Director of Global Readiness, Trustworthy Computing, Microsoft*, was with another company when working with Andrew at Rockant Training & Consulting

"We hired Andrew Lawless to help us find a way to automate the translation of Mimio's website into 26 languages. He spent time mapping out our current translation process, then he helped us find a better way using our CMS system. He connected us with some great translation partners and worked with us both to make sure that our translation process was as smooth and as automated as possible, given our small budget. He was also available for questions well after the job was complete. We estimated that the time we spent managing translations was reduced by 50% and our costs were reduced by at least 30%. You simply cannot go wrong by hiring Rockant to help you with your translation strategy. "

— **Alyssa O'Mara**, *Web Business Manager-Mimio Interactive Teaching Technologies, Mimio, LLC*, was Andrew's client

"Andrew Lawless is smart as a whip, understands localization issues like no others and puts plans to fix them and attack them. He is an innovator in our space and always tries to see how are we going to move our industry forward. "

— **Anna N Schlegel**, *Co-Founder, and Executive Board Member, Women in Localization, Women in Localization*, was with another company when working with Andrew at Rockant Training & Consulting

"I have had the extreme pleasure of working with Andrew during my time at Laureate Education. Andrew was extremely impressive, not only does he know his subject matter extremely well but he can capture an audience and fully engage them. I would give my strongest recommendation for Andrew and his team."

— **Christine Wallace**, *Executive Director of Health, Human Services and Strategic Product Initiatives, Laureate Higher Education Group*, was a consultant or contractor to Andrew at Rockant Training & Consulting

"I've known Andrew for over 11 years and I have experience with him as both a business mentor, martial arts instructor, and most of all, my best friend. When I was Chief of the FBI Behavioral Science Unit, Andrew provided critical assistance in adapting business models that were critical to improving training and consultation in several of our programs, such as the Global Hostage-Taking Research and Analysis Program (GhosT-RAP). Andrew is a master at teaching concepts and their application. For example, he taught me Wing Tsung defensive tactics and he successfully presented these concepts to the FBI's Physical Training Unit and the U.S. Department of Defense. I have personally applied these concepts in my own negotiation and weapons training and consultation programs with great success. Most of all, Andrew is a true friend who will drop what he is doing in order to help."

— **Gregory M. Vecchi, Ph.D.**, *Supervisory Special Agent (retired), FBI*, was Andrew's client

"Andrew is a respected thought leader in the localization industry. As a long-time volunteer with GALA, he has led educational programming for conferences, webinars, and workshops. Recently he testified before US Congress on behalf of GALA, making the case for why corporate language services matter to US businesses and government. His preparations for the testimony and his representation were a true service to the industry."

— **Laura Brandon**, was with another company when working with Andrew at Dig-IT - Strategies for Content Globalization

"Andrew is THE authority in multilingual and multi-regional web content management. He is very resourceful, a great side-kick for everybody who needs to manage and publish content for a global audience. He over-delivers. Andrew has a unique ability to convert strategy into actionable tasks. He is equally comfortable and effective in communicating with the executive level on strategy as he is with IT teams on technical issues."

— **Valerie Parra Hufbauer**, was with another company when working with Andrew at Dig-IT - Strategies for Content Globalization

"Andrew is one of that rare breed who fully understands the broad content translation lifecycle and can help clients move towards dramatically better localization business processes. We've worked with Andrew and his team through several large, sometimes challenging, projects and I've always been impressed with his ability

to see the big picture, guide the client to success and still keep an eye on all the little details that matter so much."

— **Robinson Kelly**, was with another company when working with Andrew at Dig-IT - Strategies for Content Globalization

"If you do any translation work, you need to hire Andrew Lawless. We hired him this year to take a look at our translation process to help us streamline and cut costs. He did a thorough investigation of our process across the organization and made a very in-depth and easy to follow presentation of all of the areas where we could see improvement. He has gone way above and beyond the scope of our project to make sure that we have the knowledge to implement his recommendations. He is very easy to work with and detail oriented. I highly recommend you give him a call and see how he can help out your organization, it will be time and money well spent."

— **Alyssa O'Mara**, was Andrew's client

"Andrew's ability to blend strategic thought leadership with pragmatic decision-making makes him a valuable resource for global organizations seeking to improve the availability and quality of multilingual communications. His dual perspective, as implementer and educator, enables him to deliver tactical results that directly support global business objectives."

— **Leonor Ciarlone**, was with another company when working with Andrew at Dig-IT - Strategies for Content Globalization

"He's is FASTER than a speeding bullet.....and very accurate."

— **Julie Perlmutter**, was with another company when working with Andrew at Dig-IT - Strategies for Content Globalization

"Andrew one of the most experienced localization professionals I have ever worked with - or come to know. He has more experience than I think anyone has in the industry and has helped both clients and the company he's served in achieving their efficiency goals. Andrew's core values are trust, integrity and offering more than expected. I would love to work with Andrew in any capacity in the future"

— **Greg Rosner**, worked with Andrew at Dig-IT - Strategies for Content Globalization

"Andrew has unique insights about running large-scale content and localization operations on a global basis -- his insights about how to help companies streamline in this area, about what it takes to deal with the complex technical as well as organizational challenges, and his professional and direct approach have always been very helpful and insightful."

— **Thomas Fenrich**, worked with Andrew at Dig-IT - Strategies for Content Globalization

"Andrew's strength lies in his ability to create, manage and motivate multicultural teams. He is excellent at guiding matrix organizations to successfully manage technological change as it directly affects users."

— **Rebecca Ray**, was with another company when working with Andrew at Dig-IT - Strategies for Content Globalization

"I've known Andrew as senior industry professional for more than 6 years. Not only Andrew is part of the industry; I would say that he is a very essential part of it. Andrew is knowledgeable, expert, friendly, pleasant to deal with and definitely not an incidental or circumstantial player. Andrew is one of those who consciously made localization part of his life, and the industry is lucky with it."

— **Serge Gladkoff**, was with another company when working with Andrew at Dig-IT - Strategies for Content Globalization

"Andrew brings to any project: a) rock-solid determination, b) original ideas, c) military punctuality, d) cultural versatility, e) a surprising amount of innocence in a 40 year old, yet not naivety. He's a pleasure to work with and for. Spoken by someone who's had the privilege on many occasions over a period of 5 years. For further info feel free to contact me at ysomov@msn.com Yuri Somov"

— **Yuri Somov**, worked indirectly for Andrew at Dig-IT - Strategies for Content Globalization

"Andrew Draheim and I were on the Program Committee for a major international conference. The meetings were by phone with members in three different countries. Andrew offered very useful and insightful comments & ideas about content, potential speakers and subjects. He was creative, informative, positive and polite in a give and take situation. Andrew added immensely to the success of the Conference."

— **Allan Adams**, worked directly with Andrew at Dig-IT - Strategies for Content Globalization

"I worked with Andrew when I was Manager of Training & Development for Berlitz Europe. Andrew has exceptional work ethics and contagious enthusiasm. He is a great motivator with innovative ideas, very practical and hands-on, and an exceptional team-leader."

— **Bettina Neidhardt**, worked with Andrew at Dig-IT - Strategies for Content Globalization

"Andrew Draheim is one of the most respected professionals in today's localization industry. His performance at the World Bank and the Berlitz Corporation underscores his capability to manage complex language technology, work flow and production processes. To his further credit, Andrew demonstrates a keen ability to implement technology and business processes by focusing on profitability and ROI."

— **Michael Anobile**, was a consultant or contractor to Andrew at Dig-IT - Strategies for Content Globalization

"I have had the privilege of working with Andrew for the past three years and have always found his work to be of a high calibre and insightful. His experience in the field is top-notch."

— **Arle Lommel**, was with another company when working with Andrew at Dig-IT - Strategies for Content Globalization

[Contact Andrew on LinkedIn](#)