

# Van der Meer joins Alpnet

*Leading translation personality Jaap van der Meer has joined Alpnet Inc. as a director, with special responsibilities for strategic marketing, planning and sales.*

Jaap van der Meer (the subject of a *Language International* profile - see *LI* 7.3), was a joint founder of the Netherlands-based INK translation company, which became one of the world's leading software localisation vendors in the 1980s (it is now part of R.R. Donnelley Language Solutions).

The appointment of Mr van der Meer marks the first step in Alpnet's strategic plan for growth by providing new and innovative services to its worldwide clients. *Thomas F. Seal*, Alpnet president and chief executive officer, told *Language International*: "Jaap van der Meer, who is 41, is widely known and respected in the translation and localisation industry as a visionary and a leader. He comes to Alpnet with over 15 years of experience in the translation and localisation market.

"Alpnet", Mr Seal continued, "is presently a worldwide publicly traded company with 28 offices in 12 countries on three continents. We expect to report consolidated revenues of approximately \$24 million in the calendar year 1995. Since Alpnet entered the translation services market in 1987 through a series of acquisitions, we have installed our proprietary TSS Translation Software throughout the network, have unified and trained our worldwide teams in providing services as a customer-focused company, and have strengthened our operations in Europe and North America while at the same time embarking on a programme of controlled expansion in Asia.

"The mission Alpnet has given Mr van der Meer is to work closely with Alpnet's worldwide management team and staff to build upon the existing base, and strengthen our market position by innovating Alpnet's services in order to meet our clients' needs



today, and in the future."

Commenting on his new career move Mr van der Meer said, "I am excited about the opportunity Alpnet has to take the lead in this changing industry. It is amazing to see that in the age of the information superhighway, it can still be very awkward and tiring to get translation done via working with traditional agencies. Our goal is to work closely with our clients to provide easier, more secure and more responsive ways to meet their needs." Mr van der Meer will be based in the Netherlands.