



DR. ADRIAN FEUCHTWANGER
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Native English speaker with 20 years' experience as a German > English translator
<http://www.feuchtwanger.com>

- **Marketing and corporate communications translations** for agencies and direct clients:
20 years' experience (over 3 million words)

- Key strengths and skill sets:
 - reliable researcher, able to develop in-depth understanding of specialist fields in sectors including industry, automotive, consumer, finance, and IT
 - methodical and hard-working; ability to work under deadline pressure
 - corporate mindset combined with creative flair
 - efficient team player able to work harmoniously with agency project managers
 - safe pair of hands, entrusted with texts for CEOs and Federal Ministers
 - **added value in every target sentence:**
 - suitable linguistic register
 - smooth sentence transitions
 - ability to move away from source syntax where appropriate
 - focus on impact of target text as a whole
 - cultural awareness
 - results: **publication-quality target texts**
 - rates in line with standard market rates for value-added translations
 - [continuing professional development](#), including [years of experience with digital media](#)



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Agency client

Austria Sprachendienst International GmbH, Vienna
2000-present

End clients: **major multinational companies** including

- Porsche Holding
- Mondi
- voestalpine
- Swarovski
- Miba
- OMV

- Sectors:
 - Automotive
 - Consumer
 - Finance
 - Industry
 - IT
 - Public sector
 - Other

- Types of text:
 - Customer magazines
 - Employee magazines
 - Newsletters
 - Press releases
 - Product brochures
 - Slogans
 - Speeches for CEOs and Federal Ministers
 - Websites
 - Other



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Narrative text: target text with emphasis on narrative momentum and readability for specific target readership

Porsche Holding, *pmi* employee magazine, September 2018 issue

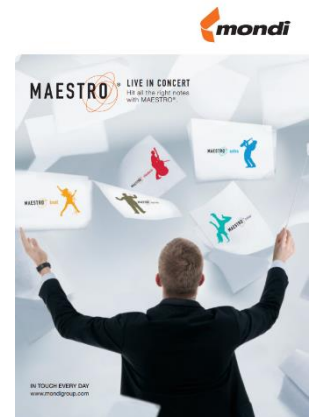
"Every global journey has its small beginnings, its first, hesitant steps. But were they really this small? That, at any rate, was the impression gained from a visit to the Porsche Automuseum in Gmünd in Carinthia. The small but very distinguished museum, which is run by the Pfeifhofer family, has become a pilgrimage site for Porsche enthusiasts from around the world. The site consists of a small museum collection and the well-preserved design office and gatehouse of the original Porsche works."



Expository/explanatory text: target text clearly explains the product's technical features

Mondi Group, product brochure for Maestro office papers, 2015

"MAESTRO® supreme is very smooth with high whiteness and excellent opacity, and is thus very suitable for light colour laser applications and trouble-free duplex printing with impressive colour contrasts. The smooth surface gives the paper a pleasant haptic feel commensurate with high-end applications."





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Argumentation/persuasive text: target text conveys CEO's individual points and overall message

ASI GmbH's designated translator for Peter Oswald, CEO of Mondi Group, Vienna (FTSE 100 constituent), for Mondi's Public Affairs Department

Die Presse, 8th May 2019

"We need a plastic tax"

Interview. Mondi CEO Peter Oswald would like to see a European government, a new plastic tax and CO₂ duties on imports.

By Nikolaus Jilch

Die Presse: One of the things Mondi makes is plastic packaging. However, war has been declared on plastic. How are you coping with that?

Peter Oswald: Plastic is not bad per se, what's bad is plastic waste. We need to reduce and reuse plastic. Over the next 20 years we're definitely not going to be able to do away with plastic. Because it has numerous functional properties which other materials lack."



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Austrian Federal Minister's speech: target text with appropriate level of gravitas

ASI GmbH's designated translator for Austrian Federal Ministry of Education, Science and Research



*"Minister's Welcoming Address (Federal Minister Claudia Schmied)
Images of Others
KAICIID – 19th November 2013*

*State Secretary De Benito,
Your Excellency Prince Bin Abdullah,
General Secretary Bin Muaammar,
Ladies and Gentlemen,*

In English there is a proverb 'First impressions go a long way'.

What at first glance is a superficial assessment, on closer inspection reveals illuminating truths.

We are all burdened with prejudices, and carry inside ourselves specific conceptions, including specific images of the various religions. We are shaped in this regard by our own personal experiences.

The modern state, built on fundamental rights and freedoms, must be neutral in its stance towards religions, creeds or atheism.

The modern state must ensure that every individual can live according to their convictions.

At the same time, the state must protect the rights and freedoms of all citizens."



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Direct clients (selection)

Rapid turnaround translations of newspaper coverage in fast-moving world of investment banking; mission-critical corporate communications

Commerzbank
8 years' experience (2004-2012), 150,000 words

Dresdner Kleinwort investment bank, London: translations of newspaper coverage (Handelsblatt, FAZ, etc.) for Corporate Communications department, with same-day turnaround; Integration Newsletter (acquisition of Dresdner Bank)

"The new corporate branding is in place, and customers are experiencing the world of the new Commerzbank earlier than planned. This is to everyone's benefit: the more rapidly we progress with integration, the sooner we can devote our full attention to our customers, who somewhat impatiently have been calling for uniformity in services. Our response has been to send a very visible message via the new branding. We now clearly come across as a joint bank, which provides a sound basis for the merger's success."



COMMERZBANK



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Descriptive marketing texts conveying atmosphere and mood

Sauter Pianofortemanufaktur GmbH & Co. KG, Spaichingen
200th anniversary magazine, online and print versions, November 2019
3,000 words

"Kaufmann carries out his work in the section of the factory which the carpenters, metalsmiths, and fitters have nicknamed "the sacred hall". Screened off from the noise and hurly burly of the carpentry shops and the assembly hall, Kaufmann and his team of tuners and voicers can be found working on the hammer heads, deep in concentration, depressing the keys repeatedly. With the lid open, Kaufmann listens intently, hitting middle C with his index finger. Was that an almost imperceptible jangle? Or is there dullness in the sound? "



RoomDresser GmbH, Zurich
Complete website, March 2018
2,000 words

*"Demeter house
Living room*

Custom-made carpet with graphic pattern: this hand-tufted silk carpet, created exclusively for Roomdresser and its customers, is the focal point of the room: gently attuned with the room's colour scheme, it complements the atmosphere of studied calm."





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Testimonials

"Adrian provides a commendably reliable and quality service. He always makes himself available to meet the demanding deadlines and needs of our global operations, including in the evenings and at weekends. And he consistently delivers top-notch translations which we've found stand out from other providers in his field. I wouldn't hesitate to recommend him."

Linda Cole, Corporate Communications Manager, Dresdner Kleinwort Investment Bank, London

"Always a pleasure working with you, Adrian."

Brigitte Ulmer, Director, Art Agency, Zurich