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### **Global Accent Changes Ownership; New Owner Plans to Grow the Company**

*San Luis Obispo, Calif.* – Global Accent Translation Services announced that it has been sold to Geoff Norby. Amy Kardel, owner and founder, states, “I am so happy to be selling to one of my team members, who can create new opportunities for the company.” Mr. Norby intends to utilize his time, energy, and enthusiasm to grow the company, both by working with local customers and with clients around the globe.

Amy Kardel founded Global Accent Translation Services in 1992, and it has been facilitating international communication for a variety of international companies in a wide number of industries and media. It has specialized in quality translations that support its clients’ image and marketing goals. Over the years, Global Accent has expanded its service offerings to include new language and technical capabilities.

Mr. Norby, who has purchased the company, has experience in international project management and language services. He has studied the German language for over ten years, and lived in Germany in 2001-2002. In his professional career, he has worked in market research for Lieberman Research Worldwide, based in Los Angeles. He managed projects there for a number of large international clients, and continued to utilize his German skills throughout this time.

As Global Accent changes ownership, there is excitement for what is in store. Along with the high-quality translations it is known for, Mr. Norby plans to create new opportunities and offerings as well. “With the international marketing experience that I bring to the company, I believe there are new opportunities for synergy with these types of companies,” said Mr. Norby. “We are in a unique position that we understand the operations and goals of marketing companies, while we also provide a service that they need.”

**About Global Accent:** Global Accent provides document translation to individuals and companies that need to cross language lines. The team has a large network of translators and a highly developed internal process to ensure quality translations. For more information, call (805) 543-0655 or visit [www.globalaccent.com](http://www.globalaccent.com).

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