



## Press release

Supertext AG, Hardturmstrasse 253, CH-8005 Zürich  
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### A winning pair: Supertext bolsters management team

**Laura Fernández is the new Chief Operating Officer (COO) and deputy CEO of Supertext Switzerland. As Chief Language Officer (CLO), Kathryn Moser assumes responsibility for language quality across the group.**

Supertext is on track – and then some. According to *Handelszeitung*, the language service provider is one of the fastest growing companies in Switzerland. The team of 48 in-house staff and more than 1,000 freelancers in Zurich, Lausanne, Berlin and Los Angeles manages 30,000 orders each year. To keep this growth trajectory on course, Supertext is bolstering its management team with two appointments from within its own ranks.



**“Delivering quality – in our words and in our actions.”**

As Chief Operating Officer (COO), **Laura Fernández** will oversee the group’s Swiss operations: “Customer support is my top priority. For me, Supertext’s quality is about more than just words – it’s about actions. That means handling complex customer requests efficiently and professionally. I’m also looking forward to the added



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responsibilities that come with the deputy CEO role.” Laura moved from CLS Communication to Supertext in 2015. After completing her studies at the Zurich University of Applied Sciences, she began her career in the translation industry, where she has gained a wealth of experience as a translator, interpreter, project manager, key account manager and head of sales.



“Supertext is a promise.”

**Kathryn Moser** is now responsible for the group’s creative output: “For me, the name ‘Supertext’ is a promise – to deliver super texts, in more than 30 languages. And I’m here to ensure we fulfill that promise.” As Chief Language Officer (CLO) of the Supertext group, she will take responsibility for the work of the transnational Babylon team with its 17 in-house language managers in Zurich, Lausanne, Berlin and Los Angeles, as well as a global network of more than 1,000 freelance copywriters and translators. After several years in the investment banking industry at Goldman Sachs, Kathryn completed a Master’s in Translation at the University of Westminster before moving to Switzerland.

Supertext Head of Business **Fabian Dieziger**: “We’re in the midst of a growth and internationalization phase. Service, creativity and quality have always been – and will



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always be – the cornerstones of our success. With Laura Fernández and Kathryn Moser, we have filled key positions with two highly experienced professionals. They will continue to drive the company forward on its path to success.”

### **About Supertext**

Founded in 2005, Supertext was among the top 100 technology startups in Europe by 2008 thanks to its internally developed order and distribution system. More than 3,000 companies use our online services. Not only can they order and manage their copywriting and translation projects online, they also benefit from our technical expertise and intelligent use of translation memories and termbases. Today, 48 in-house employees in Zurich, Lausanne, Berlin and Los Angeles coordinate the work of more than 1,000 copywriters, proofreaders and translators for national and international clients from all industries. Supertext handles 2,500 projects every month and is one of the top 100 language service providers worldwide.

[www.supertext.com](http://www.supertext.com)

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