



Website translation firm to add up to 150 new employees

By Marcia Heroux Pounds, Staff writer
May 3, 2013



The Coconut Creek office of MotionPoint Corp., a website translation service company, resembles the United Nations, with employees from 40 countries including Argentina, Brazil, Germany, Korea, Spain, Russia and Zambia.

Most of these technology specialists hired in recent years came to South Florida to work for other companies, said Will Fleming, co-founder and chief executive of MotionPoint. Several were experienced workers downsized during the recession.

Now MotionPoint, which provides online translation services for major consumer brands like Best Buy and Ford Motor Co., plans to further expand. The company said this week it would hire 100 to 150 employees over the next three years.

The company's growth is being driven by interest in the global marketplace.

"We see our business as helping companies penetrate new markets," Fleming said. With the U.S. economy recovering, "companies are investing more aggressively, and the website is one of the areas where they tend to invest."

As a result, technology workers are in demand.

Deborah Vazquez, chief executive of ProTech, a technology staffing specialist based in Boca Raton, said the technology job market is "very strong right now, with more jobs than people to fill them."

ProTech's February-March survey of South Florida employers found that 64 percent said they plan to increase their IT staff during 2013. The same high percentage of IT professionals said they had no plans to leave Florida — up from 54 percent in 2012.

"When companies were cutting back, they needed tech help to do that. When companies are beginning to grow, technology helps them do that," she said.

For its expansion, MotionPoint is seeking IT specialists, software developers and web engineers, as well marketing, project management and sales people.

While the company hires some of its hard-to-find workers with special skills from other countries under the H-1b visa program, it primarily finds talent among workers already in the U.S., Fleming said.

MotionPoint was founded 13 years ago by Fleming and Adam Rubenstein. In the 1990s, the entrepreneurs built a prepaid calling card and wireless business, Convenience Products, which it sold to Conquest. The company eventually sold to AT&T.

While MotionPoint is private and doesn't disclose annual sales, Fleming said the company has been growing at "an average of 50 percent" annually since 2004.

For Amtrak, for example, the company provided a train reservation and online ticket booking system in Spanish, French and German. Speakers of languages other than English "are able to conduct business in a language they understand," Fleming said.

MotionPoint can translate from any language to any language, including all major European, Middle Eastern and Asian languages. The top five languages on the Internet are English, Chinese, Spanish, Japanese and Portuguese.

The company combines human translation with proprietary software, which makes translation less time-consuming and less expensive.

"We're in a great business," Fleming said. "We feel like we're pretty well-positioned." Miami-based Norwegian Cruise Lines' Rob Casas, vice president for e-commerce, said he chose MotionPoint to create a Spanish-language option on its website, NCL.com, because it involved minimal impact on its IT department and was cost-effective.

"We get a lot of interest from all over Latin America," Casas said. "We get traffic from Mexico, Colombia and Puerto Rico, as well as a large segment [of Spanish speakers] in the U.S. who prefer the website in their language."

Other local clients include AvMed, the Florida Lottery, the Fontainebleau resort in Miami Beach, Memorial Healthcare System, and several state and local government websites.