

Finding the right CETRA Ambassador: A True Story

CETRA Language Solutions had a high-profile client who needed a Pashto linguist. In order to bid on the project, which was with a government-funded academic project at an east coast university, CETRA initiated its GlobalSearch™ to find just the right CETRA Ambassador™. The project required:



- US citizenship
- Doctoral degree in either Linguistics or Foreign Language Instruction
- In-country experience with written & spoken Pashto with native fluency
- Ability to spell & type in Afghan Academy Standard Pashto script
- Knowledge of various Pashto dialects

After an internal search in CETRA's proprietary database of resources, followed by an extensive external search in databases of affiliated organizations, CETRA Language Solutions originally found no one who met the criteria of the project. However, with a determination to find the right CETRA Ambassador, CETRA was able to keep the search going by reaching out to the global community via email and phone calls.

Using creative problem-solving and ingenuity, CETRA also contacted firms outside of the industry and reached out to the academic community. CETRA was able to connect with a referral at a midwestern university, who knew someone who taught in Canada and whose specialty was Pashto. However, the ideal candidate was in Afghanistan at the time to support the US mission!

Eager to take the project on, but difficult to contact due to limited Internet access, the military linguist offered his cell phone number to the CETRA team. CETRA was able to contact him on his cell phone while he was riding his bicycle to work in the Afghan desert. More than happy to provide what CETRA needed for the high-profile project, the newly-appointed Pashto CETRA Ambassador has been employed by CETRA Language Solutions and doing a great job since December 2009.

Thanks to our determination and a very enthusiastic Pashto linguist, we were able to help the east coast university in a very positive way.

To learn how we can find your CETRA Ambassador and to learn more, call us toll-free at 888.281.9673 or visit us on the web at www.cetra.com.