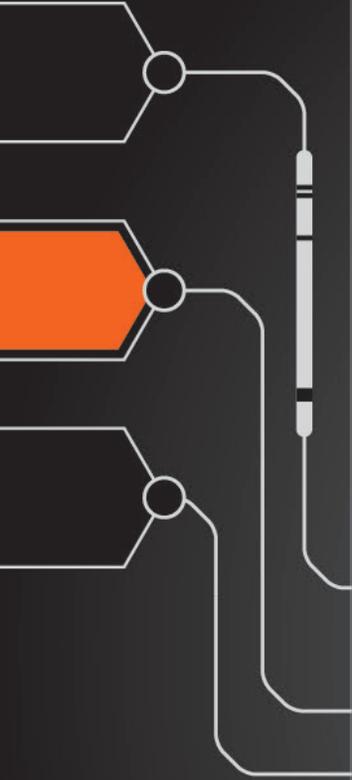


A horizontal orange bar with rounded ends and a small circle at the right end.

## NO ONE SERVES GAMERS LIKE A GAMER.

**That's why each one of our hundreds of team members across 15+ cities is a passionate gamer.**

All those years of gaming have taught them a thing or two about planning ahead, thinking fast, learning from experience, and outsmarting challenges through perseverance and grit. And it makes them better partners for you—because they already know and love your products.



**We spoke with a few of our global gaming leaders about their love of games**—how that love started, how it evolved, and what it means to them today. We also got their picks for the one game that’s captivated them most: their all-time favorite game in a world of billions.



**This is what happens when passions and careers collide.**



**It was the late '90s in Varna, Bulgaria, and 12-year-old Dilyana Atanasova had just gotten home from school.**

But her day was only beginning: it was *StarCraft* time. Five hours of uninterrupted, parent-free bliss—fighting for dominance, five hundred years in the future, far off in a distant corner of the galaxy.

“It’s what I did every day,” says Atanasova, speaking from Beijing where she’s now a Business Unit Manager for Lionbridge. “That feeling of wanting to win every campaign and working for it—it’s what always kept me coming back.”

In Beijing, Atanasova is responsible for our growing content certification team. Here, 4,500 miles and 20 years away from her ’tween days playing *StarCraft*, the memories come flooding back.

“My earliest memories are me fighting with my brother for the Atari controller. My parents had us young, and we all loved gaming. We went from the 64-bit classics to Sega to Nintendo. When Windows 98 came out it was like, Wow! *Counter-Strike* was the first game that took over my life.” After mastering *Counter-Strike* in Varna’s homegrown computer club, Atanasova teamed up with a friend to become the

only two-girl gaming team in the region. “That summer we played like never before—and we beat everyone. We were minor celebrities!” she says with a laugh. From there, she moved on to *StarCraft*.

“Immediately, I was hooked. Six months after discovering *StarCraft*, without using any cheat codes, I beat it. It was the best feeling I’d ever had. And it lasted for about 20 seconds. Then I thought, ‘Okay, now what?’”

Eventually the realities of high school and college got in the way of gaming, but *StarCraft* snuck back into her life in an unexpected way. “When I got to Beijing to study Chinese, I had a lousy laptop, and Internet speeds were slow. It was like 1998 again. One day I opened *StarCraft* and it all came back to me—true muscle memory. My hands just made the moves and entered the codes on their own.”

And is she still playing now?

“I still play. I’ll always play. It’s part nostalgia—but mostly the sense of calm I get. I know that I can sit down for 45 minutes and be in total control of an entire world. No surprises. No interruptions. Just total relaxation.”

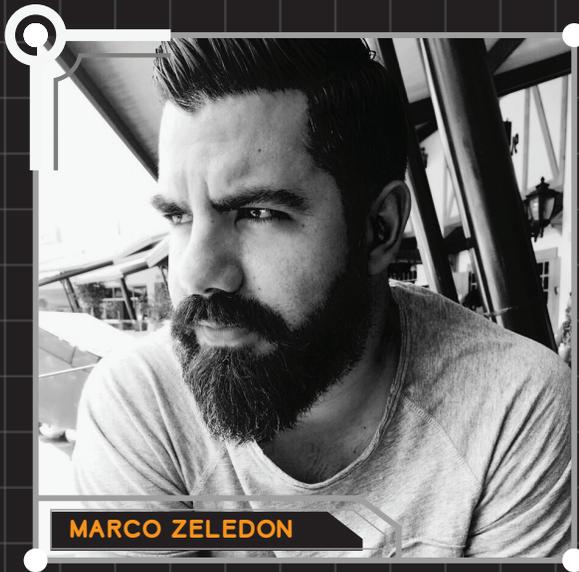


**DILYANA ATANASOVA**

**CHARACTER STATS**

- **ORIGIN:** VARNA, BULGARIA
- **CURRENT LOCALE:** BEIJING, CHINA
- **MISSION:** KEEPING A KEY CLIENT’S STORE CLEAN AND FUN FOR ALL FOR OVER SIX YEARS
- **LEADERSHIP:** LEADING A GUILD OF 50 BEIJING WARRIORS SLAYING THE BEAST, ONE APP AT A TIME
- **STRENGTH:** OUR FLEXIBLE, KNOWLEDGEABLE, AND VERY HARD-WORKING TEAM
- **WEAKNESS:** CRAFT BEER
- **WEAPON:** COLD AMERICANO COFFEE





MARCO ZELEDON

CHARACTER STATS

- **ORIGIN:** CURRIDABAT, COSTA RICA
- **CURRENT LOCALE:** SAN JOSÉ, COSTA RICA
- **MISSION:** TO PROVIDE THE MOST ENGAGING (AND USEFUL) DIGITAL CONTENT RELATED TO GAMING
- **LEADERSHIP:** A GENTLE MIX BETWEEN MICHAEL SCOTT (THE OFFICE) AND PERRY COX (SCRUBS) 
- **STRENGTH:** MULTITASKER. SIMULTANEOUSLY MANAGING TWO SCREENS WITH MULTIPLE SOCIAL MEDIA APPS AND LOTS OF TABS!
- **WEAKNESS:** PIZZA
- **WEAPON:** RED BULL & COSTA RICAN COFFEE

**If there's one thing universally true about the people of Costa Rica, it's their love of soccer.**

And if there's one thing unequivocally true about Marco Zeledon, it's his love of gaming. So it only makes sense that when Zeledon first got his hands on a copy of FIFA 98, he wasn't going to put down the controller anytime soon.

"Costa Ricans and soccer—we're crazy about it! Have you seen the videos of us celebrating in the streets? As a country, we're obsessed," explains Zeledon with a laugh from his office in San José.

As an '80s kid, he followed the usual path to video gaming obsession: "My cousin had an Atari 2600 and *Pac-Man*. Right from the start, I was in. Then my dad came back from a trip to Miami with a Nintendo—after that Christmas, I probably never left the house again!"

Nintendo and *Mario Bros.* gave way to Sega and Sonic and eventually PCs and *FIFA*.

"*FIFA 98* wouldn't run well on my computer—it wasn't smooth—but that didn't stop me. I'd play it by myself after school every day, and then at friends' houses on the weekends. When the PS2 came out, things got serious."

Friday nights. Six friends. Five hours of playing.

"We had real tournaments and we got good. Really good! You get these skills—like foreseeing opportunities, understanding your opponent, serious perseverance...you develop your personal tactics."

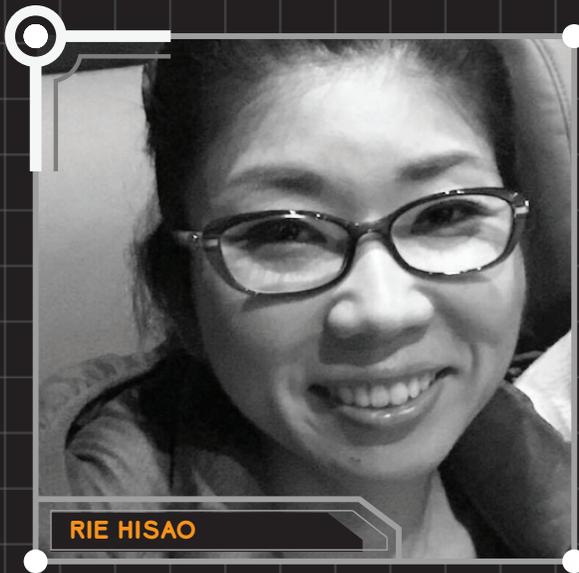
And nearly 20 years after discovering *FIFA 98*, is there still any love for the game?

"My best friend is Colombian, and on Fridays I go to his house and play *FIFA 19*."

Just for fun?

"Fun? We're competitive! We sit down at 6pm and are still playing at 1am. We keep track on spreadsheets—pages and pages of every score from every game. Years of games. We won't ever stop."





RIE HISAO

CHARACTER STATS

- ORIGIN: NODA, JAPAN
- CURRENT LOCALE: IRVINE, CALIFORNIA, USA
- MISSION: WORKING ON LOCALIZATION AND LOCALIZATION QUALITY ASSURANCE OPERATIONS FOR AN AAA TITLE DEVELOPER
- LEADERSHIP: COLLABORATION BUILDER
- STRENGTH: LOOK UP, GET UP, NEVER EVER GIVE UP
- WEAKNESS: PAWS AND PURRS
- WEAPON: RANDOM HUMOR AND GOOFINESS



**Rie Hisao never owned a video game console. Fortunately, her little sister did. And even more fortunately, Hisao was the dominant force in her family and laid claim to her sister's new Sony PlayStation.**

It was 1997, and whatever Hisao had in store for that year made its way to the back burner when she discovered *Oddworld: Abe's Oddysee*.

"I remember when it was first advertised in Japan—it looked like a cute kids' game. But it wasn't. It wasn't at all. The main character was cute, but the risks were very real and very grown-up," recalls Hisao.

While the era is best remembered as the dawn of the first-person shooter game—the heyday of *Counter-Strike* and *Doom*—*Oddworld* had a distinctly different approach.

"Abe was an alien creature without any weapons. What he had was smarts and cleverness. He was able to take over the enemies' bodies and use their weapons."

Again, unlike most games of the era, *Oddworld* had no clear goal—other than ultimately rescuing Abe's friends before they turned into food. "It was all about exploring. It wasn't the desire to beat the

game that kept me coming back. It was an insatiable curiosity. You never knew what would happen or what would come next."

From Hisao's vantage point 22 years later—and with the smarts and perseverance that took her from Noda, Japan to Lionbridge's Bellevue office as our esteemed International Program Manager—do the lessons of *Oddworld* still apply?

"Absolutely. The game kept me constantly thinking—not only in terms of long-term strategy but instantaneous decisions that needed to be made constantly. It was all about combining your knowledge and your intuition. Definitely a real-life skill!"

And just as in real life, the journey can be a reward in itself.

"I suppose it would've been great to solve it. But the greatness that kept me coming back was the curiosity of discovery and an unusual empathy for the character. Abe was sweet. He had heart. He cared."



WE LOVE GAMES.

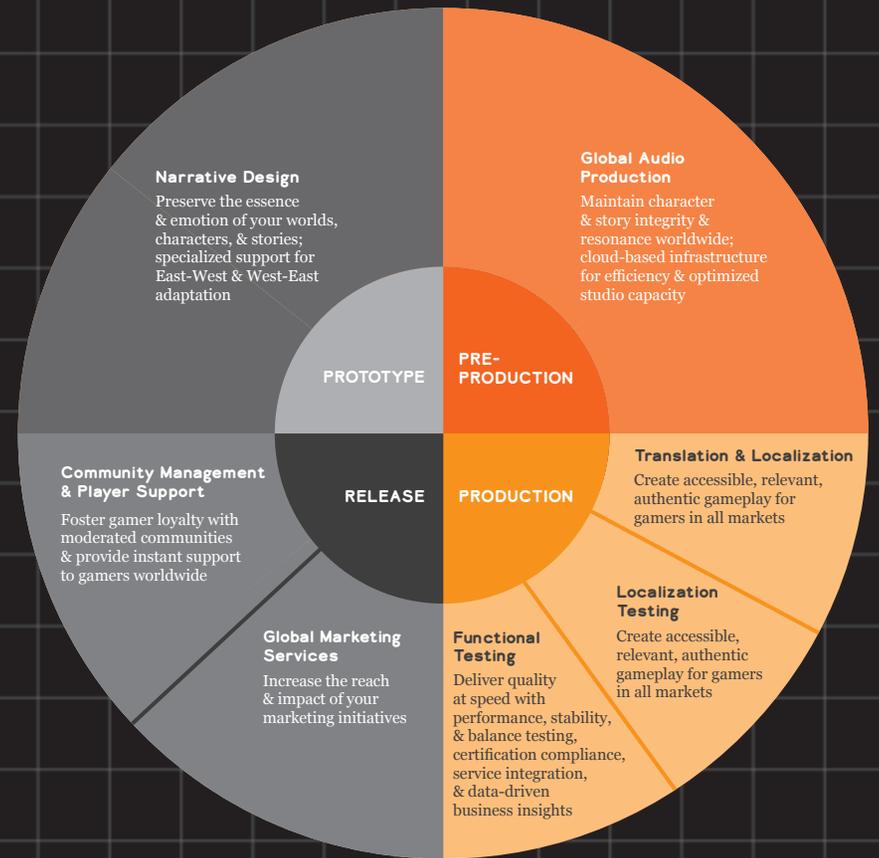
Our Technology  
Makes Things Fast.

Our People  
Make Them Great.

Dilyana, Rie, and Marco are three  
of the hundreds of members of our  
international team.

Their passion for gaming, obsession with  
details, love of connecting people, and relentless  
pursuit of excellence help our clients level up  
their gaming experiences.

Together, we'll bring your games to millions  
of gamers in hundreds of markets—making  
deeper connections, captivating consumers,  
and keeping them coming back for more.



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We support your entire production  
process. [Reach out to learn more.](#)

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