

# ★ EURA The EuRApean

## Worldwide Member Focus

### Global LT - “Proudly Celebrating 30 Years”

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What an exciting time to introduce my company, **Global LT**, to the European Relocation Community, as 2009 is our 30<sup>th</sup> year in business, and we’ve recently become a worldwide member of EuRA!

I had the pleasure of attending my first EuRA conference in Vienna, and, I must admit it was an unforgettable experience and a wonderful venue in which to meet new people with such diverse cultural backgrounds. I truly enjoyed exchanging ideas about our industry. To those of you I had the pleasure of meeting, thank you for the interesting discussions. I’m fortunate for the opportunity I had to learn about your companies, as well as, to introduce my company to you. Of course, there wasn’t sufficient time to meet you all so I would like to take advantage of this wonderful forum to share a little more of my background and to introduce **Global LT** as a new member of the EuRA family.

I am extremely proud and honored to work for **Global LT**, a global provider of language and cultural services, whose mission is to provide best-in-class *language training, cultural training, translation solutions* and *expatriate relocation settling-in service* anywhere in the world. I believe my company is the perfect match for my education and experience. On one hand, as I am Bulgarian born and a holder of a Bulgarian passport, I consider myself a European Citizen. On the other hand, as a Permanent Resident of the USA I represent an American company in Europe. Looking back seven years when I started my career as a Relocation coordinator at **Global LT**, and considering where I am today, I could not have wished for a better place to work.

I studied Geography and German in Bulgaria, and International Business in the U.S. I have worked and lived in Germany on two different occasions. My first relocation to Germany was without benefit of a preview trip or housing assistance. My second relocation to the U.S. a few years later wasn’t much easier. Back then I wasn’t aware of the term ‘Relocation Services’ because there was no such service offered in Bulgaria. However, what I did know was that my passion was languages, travelling and experiencing new places and new ways to do things. When I applied to and was hired by **Global LT**, I was happy---I knew I had found the right place for me.

In my new job, I was responsible for assisting expatriates coming to Metro Detroit. After only two weeks on the job, I found myself having to assist seven German families relocating from North Carolina to Detroit. I was nervous. The year was 2002. Thinking back to that time puts a big smile on my face. I thought what a challenge I was facing with those seven families! I didn’t have a clue, though, as to what was coming around the corner just three years later in 2005. By then, I had become the Manager of the **Global LT** Relocation and Cultural Training Department and was organizing the movement of 106 German families relocating from Germany to Michigan. As I myself had relocated internationally, I had empathy for the families and knew the level of service I wanted my clients to experience. I pledged to deliver that service to any and all expatriate families **Global LT** would ever have the privilege to serve.



Today, I am **Global LT’s** European account manager, residing with my husband in Germany. Yes, I have returned to Germany with my American husband on an international

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assignment for his employer. We at **Global LT** are taking advantage of this opportunity to strengthen our presence in Europe and have established a sales office in Germany where we will be better able to serve our customers.

From 2002 to 2009 ... a long way for me as a part of **Global LT's** team and a long way for **Global LT** since 1979 when Hortensia Neely founded the company. As Founder and President, Hortensia Neely adds her own multi-cultural flair to our business, with her heritage as an expat from Cuba. She started **Global LT** as a home-based language training company in metro Detroit. Now 30 years and several expansions later, **Global LT** is headquartered in Troy, Michigan, with regional offices throughout the United States and in, London, Frankfurt, Hong Kong and Shanghai. Worldwide, **Global LT** employs over 70 people, and relies upon a strong, dedicated network of providers to deliver our services. To date, we have delivered our services on every continent except Antarctica, assisting thousands of people in our global marketplace. Our clients are among the largest companies in the world, and we offer them three key advantages - *Single Point of Contact Worldwide, Delivery Anywhere in the World, and One-Stop Shopping* with our *broad portfolio of service offerings*.

I believe that the secret to **Global LT's** 30-year success is two-fold. First, are our employees. **Global LT** has over 15 nationalities and 21 languages represented among our workforce, and we savor and celebrate our cultural uniqueness. We enjoy and share in each other's customs, which makes us fully appreciate the diversity of our customer base. We're also very proud of our expert staff - linguists, culturalists, instructional designers, project managers, and relocation specialists - that create and deliver our quality services. They have extensive academic training and business experience. Second, is our dedication to customer satisfaction. Starting from the President on down, we are committed to 'going the extra mile' for our customers, for many of us have 'walked in their shoes' having been expatriates ourselves. **Global LT** is delighted to be a member of EuRA, and we look forward to great International networking opportunities and partnerships.

Please visit us at [www.Global-LT.com](http://www.Global-LT.com) or contact us at +49 (0) 611 531 5700 or [skitanova@global-lt.com](mailto:skitanova@global-lt.com) We look very much forward to hearing from you!