

## **COLIN RALPH WHITELEY, M.A. (Cantab.)**

London, UK (1948)

### **Academic qualifications**

Honours degree in Modern Languages, University of Cambridge (specialising in French, Spanish, Russian and Linguistics)

### **Languages**

English, Spanish, French, Portuguese, Italian, German, Russian, Catalan and Chinese

### **Other linguistic knowledge**

Linguistics, Phonetics and Phonology, Semantics, Morphology, Pragmatics, Generative syntax, Knowledge of language families, Theory of translation, Etymology

### **Other activities**

Lecturer / Speaker at multiple international conferences in English, Spanish, French, Portuguese and Italian.

Author, [www.TheTranslationBridge.com](http://www.TheTranslationBridge.com) (leading blog on linguistic issues related to linguistic and translation issues in a business environment). Regular contributor to online linguists' forums.

Regular collaborator, Executive Education program at IESE Business School (University of Navarra, [www.iese.edu](http://www.iese.edu)).

Board member, several privately-held and private equity companies (Polyphonic HMI, Oak Investments, Beech Investments).

### **Business positions held**

Colin Whiteley started work with Mather and Platt in the UK in 1971 as a young Modern Languages graduate from Cambridge and was trained in fire engineering before being sent by the company to Brazil in 1974. He was appointed General Manager of Mather + Platt Spain in 1976 - the youngest such appointment ever - just before the entire company was acquired by Wormald of Australia. For the next 30 years Colin held a series of upper management positions in Wormald and subsequently

Tyco International, which in turn acquired Wormald, managing the Southern European companies and later serving as Global Special Hazards and Global Marketing and Communications Director. Throughout this period Colin was an active member of the fire protection fraternity, serving as President of Tecnifuego-AESPI in Spain, Vice-President of Eurofeu (based in Frankfurt), and representing Spain on many European industry committees, technical working groups, etc., notable at CEN and CEA. He was the editor of the first ever European sprinkler standard (EN12845) and involved in a number of other standards and industry initiatives. He left Tyco in 2004 to set up QuickSilver Translations in partnership with his son Stephen.

## **Founding Partner & President QUICKSILVER TRANSLATIONS**

2004-

Colin has had a key role in creating and developing the Quicksilver brand and business, turning an internet start-up into a documentation services firm with nearly €1 M yearly turnover, 10 employees and offices in 3 countries. Colin oversees the entire production process, with a global view of all projects and hands-on involvement in translation, proofreading, linguistic consulting, desktop publishing, etc. He has been instrumental in developing Quicksilver's high added value methodology for integrated translation and desktop publishing services.

### **Management positions at TYCO FIRE & SECURITY**

1971-2004 (multiple positions held, all within the Tyco International group)

Global Director of Marketing and Communications

Global Marketing Manager

Global Manager for Special Hazard fire protection

General Manager, Southern Europe (Italy, Spain and Portugal)

General Manager WORMALD ESPAÑA, S.A., (Spain)

Responsible for FireCAD (global software development team)

Assistant Sales Manager, RESMAT LTDA., (Brazil)

Management trainee MATHER AND PLATT LTD. (UK)

### **Other positions held at TYCO FIRE & SECURITY**

European Director Standards and Lobbying  
Coordinator of all Tyco European standards and lobbying initiatives

### **Other positions in the fire protection industry**

Vice-President and Spanish representative at EUROFEU

Head of Spanish delegation to CEN TC191

Editor of CENTC191/WG5,

Spanish representative at ISOTC21

President of TECNIFUEGO AESPI / AESPI

Chairman and member of AENOR

Spanish delegate to ISO

Editor of CEN

Spanish delegate to CEN

Board member of International Fire Sprinkler Association

Founder member and board member (currently member) of European Fire Sprinkler Network