

## **CMO COUNCIL TAPS VOICE-TO-TEXT INNOVATOR FOR TRANSCRIPTION SERVICES**

*New Partnership With TranscribeMe Enables Faster Turnaround and Sharing of Global Thought Leadership Content*

**PALO ALTO, Calif. (April 4, 2013)**—The Chief Marketing Officer (CMO) Council, the leading global community for strategic marketing decision makers, has selected TranscribeMe, a voice-to-text technology innovator with a crowd-sourced human transcriber platform, to handle multimedia and mobile transcription services worldwide. The CMO Council produces extensive volumes of recorded content based on interactions and interviews with its 6,500 members in more than 110 countries.

TranscribeMe, co-located in New Zealand and San Francisco, is a best-in-class transcription service provider that assures more than 98-percent accuracy, rapid turnaround times, and on-the-go transcription via a mobile app.

The CMO Council's multi-channel content delivery relies on conversations with some of the most prominent marketing figures from around the globe to extract insights and best practices in the most critical areas of marketing. To fully gather, interpret and feature these insights in the CMO Council's multitude of content offerings—including reports, white papers, newsletters, etc.—thorough, detailed and world-class transcription is key.

“Creating relevant, advocacy-based thought-leadership content is at the core of the CMO Council's mission,” noted Donovan Neale-May, Executive Director of the CMO Council. “With a worldwide audience of marketing executives and the need to cover perspectives from all regions, it is critical that we have a partner that can excel in accurate interpretation.”

TranscribeMe excels in processing complex, multi-speaker audio and features a two-tier review process, incorporating both human and computerized transcriptions followed by a quality-assurance process. Its employees span all continents, enabling 24/7 service across all time zones. In addition, the company is able to pair its customers with ideal transcribers based on industry-specific needs, technical requirements, location, delivery time and more, resulting in unparalleled accuracy.

“We’re thrilled to be partnering with the CMO Council to enable its community to capture the full value of audio content,” said Bethanie Maples Krogstad, Vice President of Sales and Marketing for TranscribeMe. “Our hybrid platform combines the best of speech processing and skilled crowd-sourced labor to deliver a service that makes video, conference call, interview and discussion content searchable and shareable.”

CMO Council members are invited to [request a free trial](#) of TranscribeMe’s services and to learn more about the service at <http://www.transcribeme.com/cmocouncil>. More information on the CMO Council’s partnership with TranscribeMe can be obtained from Bryan DeRose, Vice President of Business Development for the CMO Council, at [bderose@cmocouncil.org](mailto:bderose@cmocouncil.org) or by calling [650.433.4144](tel:650.433.4144).

**About the CMO Council** The Chief Marketing Officer (CMO) Council is the only global network of executives specifically dedicated to high-level knowledge exchange, thought leadership and personal relationship building among senior corporate marketing leaders and brand decision-makers across a wide range of global industries. The CMO Council's 6,500-plus members control more than \$350 billion in aggregated annual marketing expenditures and run complex, distributed marketing and sales operations worldwide. In total, the CMO Council and its strategic interest communities include more than 35,000 global executives in more than 110 countries covering multiple industries, segments and markets. Regional chapters and advisory boards are active in the Americas, Europe, Asia-Pacific, Middle East, India and Africa. The council's strategic interest groups include the Coalition to Leverage and Optimize Sales Effectiveness (CLOSE), Mobile Relationship Marketing (MRM) Forum, [LoyaltyLeaders.org](http://LoyaltyLeaders.org), [CMOCIOAlign.org](http://CMOCIOAlign.org), Marketing Supply Chain Institute, Customer Experience Board, Digital Marketing Performance Institute, GeoBranding Center, Brand Inspiration Center and the Marketing Science Leadership Center. More information on the CMO Council is available at [www.cmocouncil.org](http://www.cmocouncil.org).

**About TranscribeMe** TranscribeMe is a new kind of voice-to-text transcription company. Based in the San Francisco Bay Area and New Zealand, it provides best-in-class transcription accuracy, turnaround times and rates by using a hybrid model of speech processing technology plus a crowd-sourced human transcriber platform. Industry leaders such as VMware, GigaOm, Cisco, Ipsos and other

business and marketing professionals use this service to convert their audio and video content into an easily shareable, searchable and profitable format. With superior confidentiality and accuracy, TranscribeMe's voice-to-text services allow for on-the-go transcription via their mobile app, as well as perfect recall and rapid analysis of critical content, including conference speeches, meeting notes, interviews, sales calls and more. Learn more at [www.transcribeme.com](http://www.transcribeme.com).