Scaling Product and Marketing Localization Teams
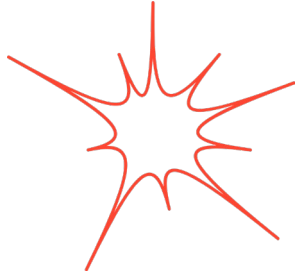
Mercedes Krimme and Rose Morgan
Spotify

LOC.
WORLD

#LocWorld49 Malmö, Sweden

your presenters
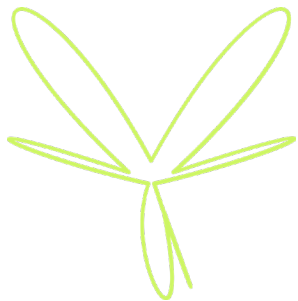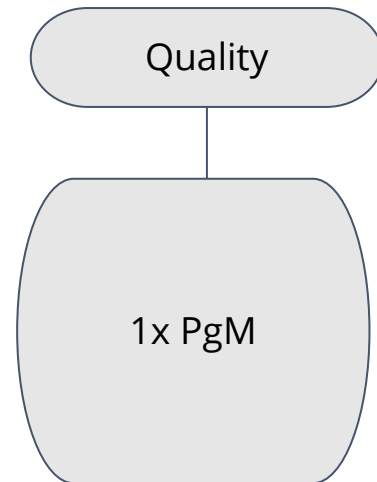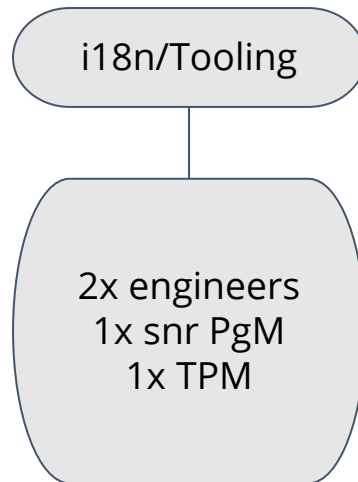

Mercedes Krimme
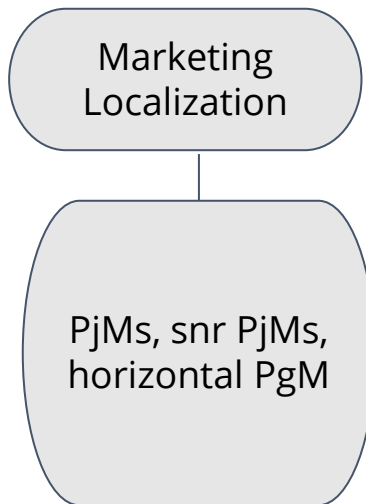
Product Localization Manager

Rose Morgan

Marketing Localization Manager

l10n @ Spotify

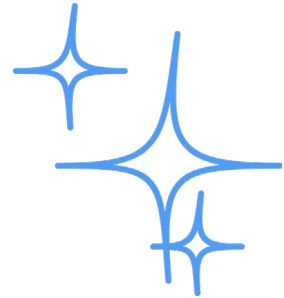| Product Localization	Marketing Localization	i18n/Tooling	Quality
PjMs, snr PjMs, vertical PgM, horizontal PgM	PjMs, snr PjMs, horizontal PgM	2x engineers 1x snr PgM 1x TPM	1x PgM
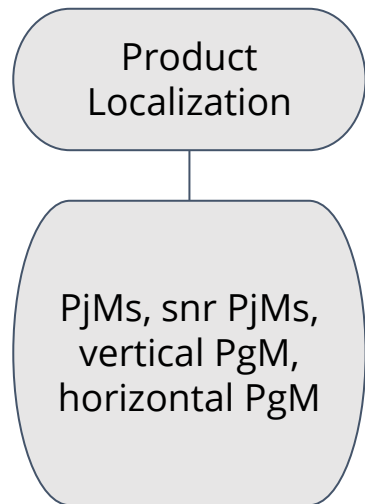
what will we chat through today?

- historical context & evolution of team

- what we did to scale (before and after)

- what challenges we overcame

- what's next for localization at Spotify?

context & team evolution

- pre-2022
  - re-orgs
  - missing functions
- 2022 - massive growth (and more change!)
  - added new skills and experience
    - including i18n, quality, and team management
  - dedicated ownership areas
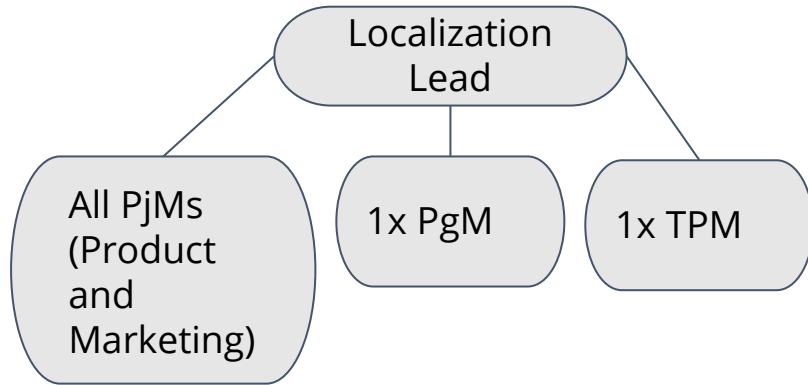- 2023 - unstable tech environment
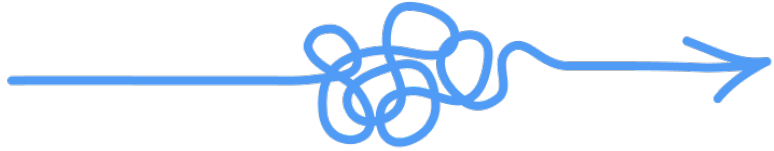
what we did to scale

- team

- stakeholder management

- process

team

before

```
        Localization
           Lead
   ┌──────────┼──────────┐
All PjMs    1x PgM     1x TPM
(Product
and
Marketing)
```
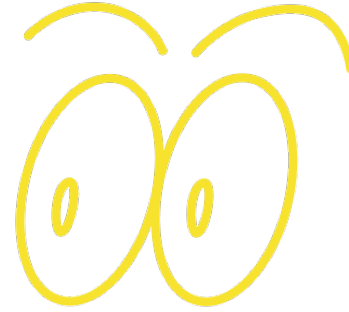
after

- development and growth, promotions
- career framework
- aligned projects to goals and interests
- created pgm role (vertical and horizontal)

team

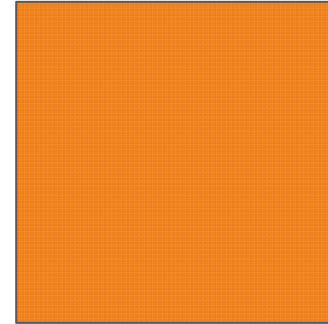¿Cuál de las siguientes opciones describe mejor tu situación?

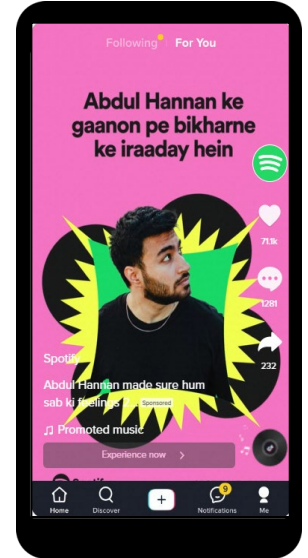**Quiero empezar un podcast**

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stakeholder management

before

- "service desk" mentality
- ad hoc engagement
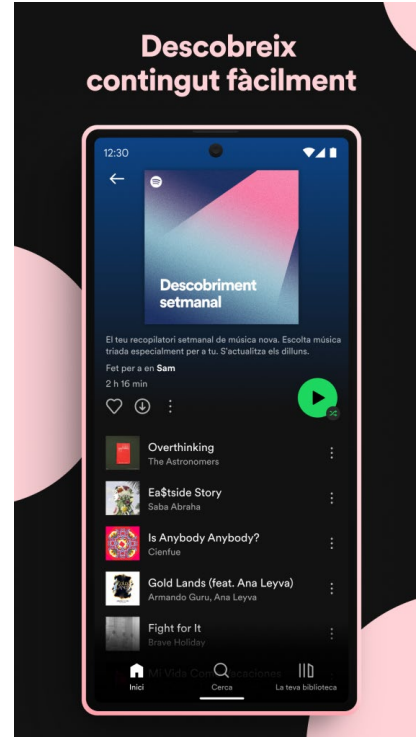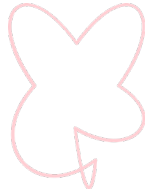- varied maturity of partnerships
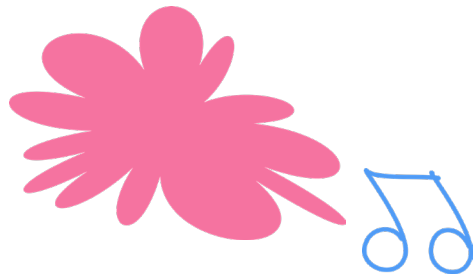- reactive, manual, operational
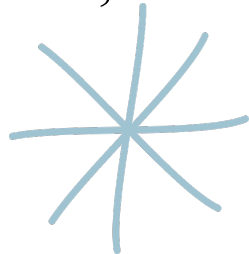
after

- aligned product by mission/vertical
- marketing and product do this differently
- SME/advisor role
- retros/lessons learned

stakeholder management

process

before

- undocumented knowledge across team
- coordinating with our vendors via email
- very little product x marketing collaboration

after

- migrated to a project management system
- Repeatable processes
- Documentation
- Summits
- Spotify dependency map

process

دیپ هاوس
آرامش‌بخش

Spotify Advertising

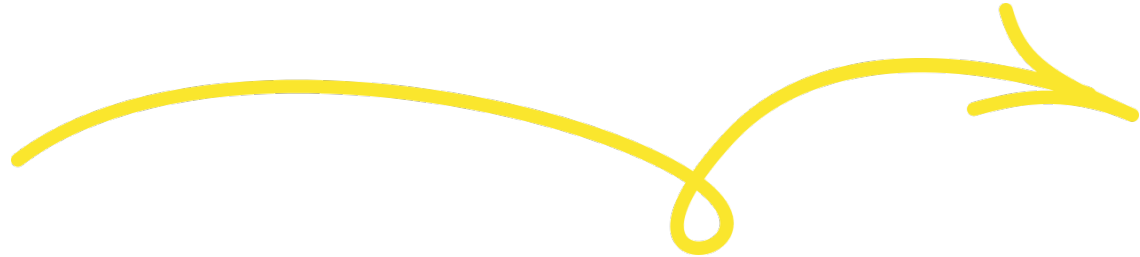Como Começar ⌄   Formatos de Anúncios ⌄   Saiba mais ⌄   COMECE AGORA

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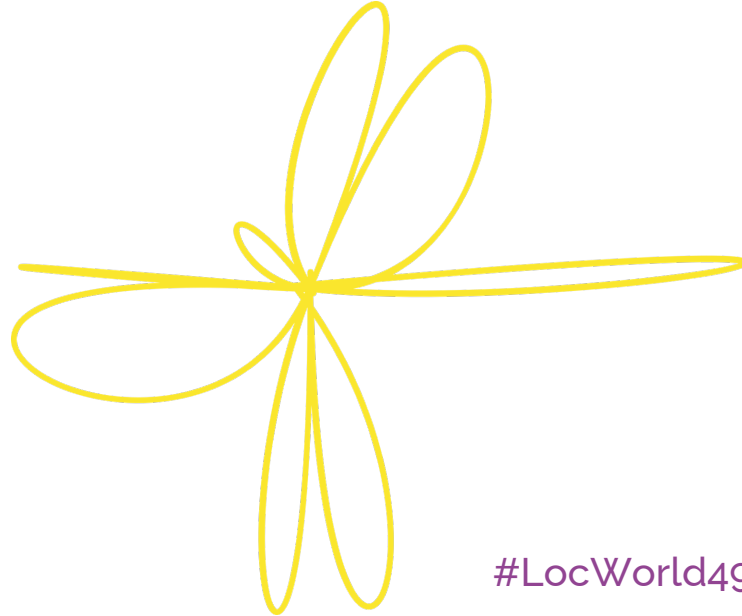
what challenges

- Spotify specific
  - shifting priorities
  - navigating a new company landscape
- Localization/tech industry
  - unstable environment

what's next?

- moving at the speed of Spotify
- new types of localization (DJ, podcast adaptation)
- data focus
- efficiency/streamlining
- sustainability

Q&A

Tack! Thank you!

Spotify® Design