

## **US Translation: Never at a Loss for Words**

As a 6-year old, David Utrilla had no idea his early entrepreneurial career as a street vendor would eventually take him half-a-world away from his native Peru to America. Yet, 18 years later in 1994, David realized that unless he escaped the political turmoil and terrorism in Peru, his future would be very limited.

After short-term stints in Florida, where he worked hard at learning English, and France, where he found it difficult to find work as a non-citizen, David received an offer from a former LDS missionary companion to be his immigration sponsor if David wanted to return to the US. Accepting the offer, David made his way to Utah and entered Weber State College, where he majored in Political Science and Business.

Capitalizing on his knowledge of how important language is in a company's effort to operate in foreign countries and different cultures, David started U.S. Translation in 1995, and approached JBT Aero Tech (Now Jetway in Ogden) with a unique proposition. He would translate some important materials the company needed done. If they were pleased with the quality of his work, they would pay him. If they were not satisfied, the company would owe him nothing. It worked to perfection.

With a positive outcome in hand, Utrilla was confident he could move forward and reach his goals. Starting from two employees, the company now has 15 full-time staff and hundreds of qualified interpreters and translators they can call upon when the need arises. Jetway remains a US Translation client 17 years later. With 100 to 130 new clients a year the norm, David expects the company to continue growing

US Translation focuses on serving firms that can rightfully be called high risk and high profile. Companies that place a premium on cultural and industry-based accuracy in the translations they use, such as scientific, medical, and legal firms, rely on US Translation to 'get it right the first time.'

Seeing an opportunity to be closer to many of their core customers, David worked with Zions Bank in 2010 to purchase and remodel a multi-story building in downtown Salt Lake City to accommodate a growing workforce, provide in-house training areas, and help preserve the downtown culture in a revitalized area of the city.

For David Utrilla, translating the language of business has proven to be rewarding in ways he couldn't imagine as an enthusiastic 6-year old selling his goods on the streets of Lima, Peru.