

Language Links, Inc

Company Principals

Jerry Arias, CEO

Born in New York in 1957, Mr. Arias is a tri-lingual entrepreneur with over 20 years business experience in both Latin America and the United States. He currently manages the company's business operations, directs marketing and development, and heads the translation department. Mr. Arias studied Journalism and Communications at Georgia State University and in 1980 began the first independent Spanish-language publication in the state of Georgia. He lived in Argentina from 1985 through 1998, where he was first a partner in an import/export firm and later in an advertising agency specializing in catalogs, graphic media inserts and closed circulation magazines. An experienced translator, Mr. Arias has translated thousands of texts (literary, news articles, legal, technical, etc.) for clients such as the U. S. Department of Justice, Argentina's National Institute of Statistics and Census, Sheraton Hotels, Sara Lee Corp. and other large corporations and media/publishing companies. In 1999, Mr. Arias was responsible for a local Hispanic Population Study conducted under a grant from the Winston-Salem Foundation. He has since 2003 also worked independently serving ad agencies and various types of organizations as an advertising and communications consultant for targeting USA Hispanic markets and audiences.

Cristina Roche, Director - Learning Programs

Born in Buenos Aires, Argentina and with 25 years experience as a language teacher, Mrs. Roche has developed a deep understanding of the process involved in teaching Spanish and French as a second language. Her extensive technical knowledge and classroom experience in this field is instrumental to the company. Mrs. Roche directs and trains the staff of teachers responsible for maintaining the company's educational standards. She also leads the company's work group in development and customization of learning programs. Cristina Roche holds a North Carolina Teaching Certificate and a Bachelor of Arts degree in Spanish and French from Salem College. Her teaching experience includes working with a variety of methods and institutions including Berlitz International in Paris, France; Academia Helou in Caracas, Venezuela; Language Services of Atlanta in Georgia, and Summit School in Winston-Salem.