

For immediate release

Magistrad Passes the Torch to a New Generation

Lévis, March 11, 2024 — Magistrad changed ownership on March 1, 2024, when it was sold to Hermes Translation, a firm owned by Mélodie Benoit-Lamarre and Pascal Danis.

Magistrad is a continuing education school founded in 2006 by François Lavallée, a certified translator and honorary member of OTTIAQ, with the goal of fuelling language professionals' passion for the written word and the art and craft of translation. Magistrad was incorporated in 2009 when Mathieu Foltz became a partner. The school has since catered to the learning needs of professionals in Montreal, Toronto and other locations across Canada, from Halifax to Whitehorse, and groups from such prominent international organizations as the UN and NATO. Many of Magistrad's online courses have also attracted a growing number of learners in Europe and the U.S. in recent years.

"There's definitely a great deal of untapped development potential to explore," said Lavallée, who will stay on as one of the instructors. "I'm very pleased and proud to be passing the torch over to Hermes. Mélodie and I already have a lot of ideas for what's next."

Benoit-Lamarre and Lavallée have been working together for many years. One of their most notable achievements was the creation of the Association des travailleurs autonomes et micro-entreprises en services linguistiques (ATAMESL), along with co-founders Caroline Tremblay, Zoë Blowen-Ledoux and other contributors, in 2007.

"We are excited and enthusiastic to be taking the reins of a business that we have always held in the highest esteem," said Benoit-Lamarre, co-owner of Hermes Translation and the new CEO of Magistrad. "From the get-go, Magistrad has been an incredible fount of knowledge for us and everyone on our team. We are grateful to François for everything he has done, and we are honoured that he is entrusting us to carry on his legacy."

Over the years, Magistrad has worked with a total of 32 highly experienced instructors, about 20 of whom are still active with the school to one extent or another. Lavallée expressed his thanks to them for helping to build a school whose mission extends beyond imparting hard skills to instil a love and mastery of the intricacies, complexities and nuances of language and translation.

Magistrad will continue to operate seamlessly during the transition of ownership.



About Magistrad

Magistrad is a professional development school for translators founded in 2006 by François Lavallée, a certified translator and honorary member of the Ordre des traducteurs, terminologues et interprètes agréés du Québec (OTTIAQ). It receives over 1,000 registrations every year from working language professionals looking to hone their translation skills and familiarize themselves with key areas of specialization. Magistrad has been offering online courses since the spring of 2020, enabling it to reach out to translators based in Europe, the U.S. and elsewhere around the world. Private courses are also given on a regular basis to various groups through associations, businesses and other organizations.

About Hermes Translation

Established in 2008, Hermes Translation is a language service provider comprised of professional wordsmiths who craft written content with the utmost care and skill, all of whom work closely together to leverage their strengths in order to deliver clear messages that resonate with target audiences. Hermes embraces a human approach to doing business and enjoys being in direct contact with clients. Its versatile language experts ensure a timely response and rigorous quality assurance for each and every project, providing a truly personalized and turnkey experience.

For more information:

Mélodie Benoit-Lamarre

Co-owner of Hermes Translation and CEO of Magistrad

info@traductionshermès.com

418-523-1943

François Lavallée

Founder, outgoing CEO and instructor emeritus

francois.lavallee@magistrad.com