



RWS and BLEND Appoint New CEOs, Microsoft and Amazon Speech AI

Florian and Esther discuss the language industry news of the week, where they explore how [AI](#) is influencing content creation and translation, noting its progress and limitations. A [recent study on GPT-4](#) revealed its ability to match junior translators but lag behind experienced professionals, particularly in nuanced contexts. Florian highlights the public's heightened perception of the risks of AI, such as [OpenAI's Whisper](#), in critical sectors such as healthcare, where transcription errors and hallucinations can have severe implications. Esther delves into leadership transitions in the language industry, with notable appointments including Benjamin Faes, a tech veteran with experience at Google and AOL, as [RWS](#)' new CEO.



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