



# memoQ CEO Peter Reynolds Discusses Adaptive Generative Translation AI

Explore the insights of [memoQ CEO Peter Reynolds](#) as he delves into the transformative impact of Adaptive Generative Translation [AI](#) on the translation industry. Learn how [memoQ](#) is leveraging AI to enhance its tools, meet the evolving needs of enterprises, LSPs, and translators, and maintain the essential role of expert linguists.

[https://youtu.be/FTATn\\_ZWKK0?feature=shared](https://youtu.be/FTATn_ZWKK0?feature=shared)