

Joanna M. Richardson

plainenglishargentina@gmail.com



With a B.A. in Spanish, Portuguese & Latin American Literature from King's College London, in 1985, Joanna emigrated from the U.K. to Argentina. Originally working as an English teacher and translator, since 2001 Joanna has worked as a practitioner of plain English at Argentina's leading law firm, Marval, O'Farrell & Mairal.

Joanna has applied her specialization in clear communications to train Spanish-speaking professionals in the skills they need to give presentations in English. Her courses and individual coaching sessions are practical, dynamic and effective and may be given online or in person.

Personal Information:

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| Civil status: Married CUIT: <i>Monotributista</i> | Nationality: British native & Argentine citizen Website: Plain English Twitter: @jomrichardson |
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Education:

- B.A. Hons. Spanish, Portuguese & Latin American Literature, King's College London, U.K, 1985
- Oxford High School for Girls, graduated 1979

Courses:

Presentation Skills, [City Academy](#), London, June 28, 2019

Storytelling for Business, [City Academy](#), London, March 15, 2018

Took 10-hour webinar by Bryan A. Garner: [Legal Writing in Plain English](#), July-August 2017

[Community Manager](#), UTDT, June-July 2015

Think, Breathe, Speak: Presentation Skills at the [Royal Academy of Dramatic Art](#), London, June 2014

[Oratoria y Comunicaciones Eficaces](#), UTDT, September, 2009

Work Experience:

2001 – to date, teaching Plain English Writing skills to lawyers part-time at Marval, O'Farrell & Mairal

November-December, 2019, CFO Allianz, Carolina Otero, Public Speaking Executive Coaching

October – November, 2019, MindCo, Delivery in English

September, 2019, Novo Nordisk, Public Speaking Executive Coaching

September, 2019, Atos/Stehling, Public Speaking Training

August, 2019, Takeda, Public Speaking Executive Coaching

August – October 2019, Amadeus HR Personal Impact & Development Coaching

March-August 2019, Roche, Public Speaking Executive Coaching

June & September, Pfizer, 2019, Public Speaking Executive Coach

June, 2019, Public Speaking Executive Coach, CFO Banco Supervielle, Alejandra Naughton

April-June, 2019, Public Speaking Executive Coach in a consecutive presentation for Unilever's Legal Team, Buenos Aires

May, 2019, Public Speaking trainer, Sanofi, Buenos Aires

October, 2018, Public Speaking trainer, UTDT, Buenos Aires.

August & September, 2018, Public Speaking trainer, Amadeus, Buenos Aires

May, 2018 – Public Speaking instructor, Novartis, Buenos Aires

April, 2018 – Public Speaking instructor, Sanofi, Buenos Aires

April, 2018 – Public Speaking coach for Alejandra Naughton, Bco Supervielle, Buenos Aires

January, 2018 – Public Speaking coach for Ignacio Echevarria, Kia, Buenos Aires

October, 2017 – Public Speaking coach for Ravi Kolli, Elementum, Buenos Aires

September, 2017 – Public Speaking instructor, Sanofi, Buenos Aires

September, 2017 – Public Speaking instructor, Genzyme, Buenos Aires

August, 2017 – Public Speaking coach for Bélen Agotborde, Roche, Buenos Aires

September, 2016 – Public Speaking instructor for Onapsis, Argentina

July, 2016 – Public Speaking instructor for Sancor Seguros, Argentina

May, 2016 – Public Speaking instructor for Roche, Argentina

October, 2015 – Public Speaking instructor for Genzyme, Argentina

October, 2015 – Public Speaking instructor for Promedon, Argentina

October, 2014 – Public Speaking coach for Igor Petlyakov, Softline.

September, 2014 – Public Speaking instructor for HSBC executives at UTDT

August, 2014 – Public Speaking instructor for Lundbeck, Argentina

April, 2014 – Public Speaking coach for Noelia Giannandrea & Analía Palmimi, Roche, Argentina

February, 2014 – Public Speaking coach for Nicolás Catena Zapata, CEO, Bodega Catena Zapata

December, 2013 – Public Speaking coach for Dr Ricardo Zwiener, MD at Shire Argentina

September, 2013 – Public Speaking and Negotiation Skills coaching for Daniel Lijtman, CFO Gancia,

August, 2013 – The power of storytelling in presentations for multicultural audiences, Zurich, Buenos Aires

May, 2013 – Public Speaking and Interpersonal Skills coaching for Esteban Gully, CFO, GSK, Argentina

April, 2013 – Public Speaking course for Tenaris Regional Managers in Bucharest, Romania

August, 2012 – Public Speaking course together with Marcela Gola and Language Markets, Buenos Aires.

December, 2011 – Bilingual Public Speaking course with Marcela Gola, MSA, Buenos Aires,

2011- 2013 Technical Report Writing for CINI, Tenaris's R&D center in Campana, Argentina.
28/04/11 – Bilingual Public Speaking course with Marcela Gola, Promedon, Córdoba, Argentina
May 2011 - Public Speaking course, Managers at Tenaris, Romania
January 2011 – Public Speaking course at Tenaris Communications Convention, Buenos Aires
2010 & 2011 – Public speaking for Tenaris University (TU), Buenos Aires

Publications:

- The BATimes [Future-proofing writing skills: from typewriter to tablet](#) August 27, 2018
- The BATimes [Create a connection and get off to a strong start](#) September 18, 2018
- The BATimes [Building solid structures to engage our readers](#) October 18, 2018
- The BATimes [Gender-neutral pronouns in English: using the singular 'they'](#) November 21, 2018
- The BATimes [New endings](#) January 8, 2019
- The BATimes [WhatsApp for work: an effective communication tool?](#) January 30, 2019
- The BATimes [Showing you are part of a tribe: acronyms and jargon](#) March 11, 2019
- The BATimes [Storytelling: using narrative to engage](#) April 17, 2019
- The BATimes [Get out of your comfort zone: recharge your creative batteries](#) July 6, 2019
- March, 2018 – “Transparent, clear and responsible communication project in BBVA” co-authored by María Such & Joanna Richardson, published in Clarity Journal #76
- April, 2014 – “Case Study: Comparison of plain language teaching for two non-native English-speaking professional groups: lawyers and engineers” published in Clarity Journal #70.
- May 2009 – “Plain English for Spanish-speaking lawyers: Specific language-based issues” published in Clarity Journal #61.

Papers, Conferences & Workshops:

- September 27, “Plain language in presentations,” PLAIN2019 Conference, Oslo, Norway
- August 24, 2019, APIBA, “Gender-neutral language in English”
- August 4, 2019, *Lenguaje claro en el mundo, curso de capacitación Senado Argentino*
- October 25-27, 2018 – gave presentations on “Gender-neutral language in English,” and “Plain Language Networks in Government: Argentina and Chile”, [Clarity2018](#) Conference, Montreal, Canada.
- July 26, 2018 – gave presentation “*PLAIN: Trabajar en Red*” at *1er Seminario Internacional de Lenguaje Claro-Chile*, Santiago, Chile

- October 25, 2017 – participated in panel for *Primeras Jornadas de Lenguaje Claro en el Senado Argentino*, gave paper [Lenguaje claro: una perspectiva global](#)
- September 23-27, 2017 – “Gender neutral pronouns in English: is the singular “they” here to stay?” [PLAIN2017](#) Conference, Graz, Austria
- April 23, 2017 – “The case for plain language and translation,” [IAPTI](#) Conference, Buenos Aires
- November 3-5, 2016 – Attended [2016Clarity](#) Conference, Wellington, New Zealand
- September 17-20, 2015 – Chaired Panel on “Plain language in the Spanish-speaking world: bringing transparency to private and public sectors.” [PLAIN2015](#) Conference, Dublin, Ireland
- November 12-14, 2014 – Attended 2014 Clarity Conference, Antwerp, Belgium
- October 7, 2014 – Talk on *Lenguaje Claro* for Managers from BBVA Banco Francés, Buenos Aires
- October 22, 2013 – *Lenguaje Claro: Para qué y para quien* part of Seminar on *Derecho, Justicia y Periodismo*, USS, Santiago de Chile, Chile
- October 10-13, 2013 – Attended PLAIN 20th Anniversary Conference, Vancouver, Canada
- May 21-23, 2012 – Attended 5th Clarity International Conference, Washington D.C. USA
- June, 2011 – Attended 8th PLAIN Conference, Stockholm, Sweden
- October 13, 2010 – “Case study: e-learning course on written communications for a multinational firm.” 4th Clarity International Conference, Lisbon, Portugal
- November 22, 2008 – “Workshop on writing in plain English for Spanish-speaking lawyers: Specific language-based issues.” 3rd Clarity International Conference, Mexico D.F.
- September 25, 2008 – “How to reach your clients in plain English,” talk for ILEC, Cambridge University Examination Board, UCA, Buenos Aires.
- October 23, 2007 – “False Friends for Lawyers” and “Legal English Usage”, Expolenguas
- October 6, 2007 – Communicating in the Globalized Workplace: a Case Study, Universidad de Belgrano, Buenos Aires
- August 25, 2006 – “Plain English Goes Global,” Workshop at the 4th ProZ Conference of Translators, Buenos Aires.
- June 2004 – Workshop “Plain English for Lawyers” for translators and law students, *Jornadas auspiciadas por ‘Torre de Papel’*, Buenos Aires
- April 2004 – Paper on “Bilingualism in the workplace: a case study. Teaching lawyers to write in Plain English,” ESSARP International Conference on Bilingual Education, Buenos Aires.

Memberships:

[IPLF](#): member of the Standards Committee since 2018

[PLAIN](#): President 2017-2018, on Board since 2013; co-chair Communications 2014-2017, member since 2010

[Clarity International](#): member since 2008

Languages:

English & Spanish: bilingual; French & Portuguese: basic.

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