



Capability Statement

Summary

- ▶ Sententia Consultancy LLC brings together a global team of experts in media monitoring and analysis, with an indigenous understanding and in-depth knowledge of the social, economic, and political developments of the Arab World and the Middle East.
- ▶ Incorporated in 2011 in Amman, Jordan, Sententia has been providing a number of clients, including governments, private sector companies and investors, media outlets and international organizations with media monitoring and analysis services, bulk translation, business solutions, and consultancy. The global team of experts at Sententia brings together several decades of experience and a unique insight into the Arab World.
- ▶ The company is managed by a former local hire staff manager with the US Government's Open Source Center (now Open Source Enterprise) with around 24 years of experience and in-depth knowledge of OSC business and requirements.
- ▶ The company is registered at the Jordanian Ministry of Industry and Trade as limited liability company under number 26899.
- ▶ The company is certified as a translation house by the Jordanian Press and Publication Department.
- ▶ DUNS: 557663786; NCAGE: SQY40

▶ **Founder and CEO**

Khadir Amour

- ▶ Khadir worked with the US Government agency, the Open Source Center (formerly Foreign Broadcast Information Service), for 24 years as an Arabic media monitor/translator, senior media analyst and supervisor, and local hire staff manager with Jordan Bureau (the highest ranking foreign staff member in the bureau).
- ▶ Mr. Amour has substantial experience in Arabic-English translation, editing, proofreading; traditional and new media monitoring and analysis; open source collection and coverage; management and leadership; project management; contract negotiations, contract management, and execution; staff recruitment and development; mentoring and training; strategic planning and tactical execution.
- ▶ Mr. Amour also has vast experience in OSC business, requirements, workflows, and style and format, as well as expert experience with OSC collection, production, and dissemination systems. He played a pivotal role in setting up the first OSC contract translation and collection capability in Baghdad, Iraq, in 2004. He played a significant role in the start-up of OSC's Doha Bureau by providing input on workflow, testing and training contract linguists, including interviewing and testing contract linguists in Cairo for OSC in 2007. Khadir is the 2010 recipient of the Open Source Center Values Award, the most prestigious OSC award which is given to only one LHS officer every year, for exemplifying the three core values of OSC: Service, Innovation, and Integrity.
- ▶ Khadir has expert knowledge of the Middle East, its history and culture, and its media, political, and social scenes.
- ▶ He holds a BSc (Hon) degree in civil engineering from Leeds University, England, 1985.

Management and Staff

▶ **Khadir Amour, Founder & CEO**

- Responsible for the day-to-day management of the company, staff recruitment and training, quality control, maintaining contacts, and overseeing the admin, technical, and operations teams.

▶ **In-house Staff**

- Sententia has a professional and dedicated team of qualified and experienced in-house linguists media analysts and researchers with excellent regional knowledge, supported by experienced administrative and technical staff.

▶ **Virtual teams**

- For large media monitoring, media analysis, and translation projects from/into Arabic, as well as other language combinations, Sententia manages a global network of professional, experienced translators and media analysts who can handle large volume of translations, accurately with fast turnaround times. Sententia can quickly and efficiently set up teams of translators in any language combination, primarily to or from Arabic, to complete client's urgent projects to the highest standards. All of Sententia's associate translators have internationally recognized degrees or qualifications, with many years of collective experience.

What sets us apart?

- ▶ Expert knowledge of the Middle East, its history, culture, and its media, as well as political, economic, and social scenes.
- ▶ Indigenous, on-the-ground expertise, with extensive knowledge of the local and regional media and its main actors.
- ▶ Thorough knowledge and experience in the use and influence of social media networks, including Facebook, Twitter, YouTube, and others.
- ▶ Ideally located in the Middle East to monitor and report breaking and/or key events and media behavior in a timely manner.
- ▶ An extensive network of experienced professional researchers, analysts and translators, many of whom are well versed in OSC style and format.
- ▶ Ability to set up highly-skilled teams quickly and efficiently.
- ▶ Broad experience in OSC collection and coverage requirements, workflows, and delivery and processing systems.

Products and Services:

▶ **Translation and Editing**

- ▶ Sententia provides translation services in any language combination, primarily from and into Arabic, including large translation projects. Translation projects are managed efficiently with quick turnaround times through a large network of professional, experienced translators. Our team can translate all types of media (print, web or TV); general, legal and technical documents; and contracts and proposals.
- ▶ We offer editing and proof-reading services for our clients that entail expert revisions for your documents, keeping your style and target audience in mind.

▶ **Media and News Monitoring (Traditional Media and Social Media Networks)**

- ▶ **Print Media:** Sententia press media monitoring covers all major national and regional publications of the entire Arab World. Sententia's team of experts can collect, evaluate, and process information to produce targeted and timely open source media insight products in the form of daily summaries and special news digests, or any client-tailored form.
- ▶ **Television and Radio Monitoring:** Sententia has a team of expert monitors and editors covering a wide-range of television and radio news and programs, including special content programs. Our team of experts has extensive experience in source discovery and assessment and the identification of quantitative and qualitative trends, patterns, and relationships in data. Our monitoring and trends reports can be produced in accordance with the customers' designated style and quality standards.
- ▶ **Internet and Social Media:** Sententia monitors Arabic and English online publications, blogs, and user-generated websites, including social media platforms. Our team's experience in online social media technologies allows it to incorporate social media solutions to provide an understanding of online environments and to effectively convey trends to meet our clients' needs and requirements.

▶ **Language Exploitation**

- ▶ Sententia's broad network of professionals provides media and language exploitation services from a variety of spoken and written sources on operational and international levels for government and commercial work. This service helps decision-makers by transforming raw data into useful consolidated information.

▶ **News Analysis and Roundups**

- Sententia provides news analysis relevant to your business line as well as overall analysis of country and subject specific news. Our expert knowledge of the region and its media positions us to provide our customers with an in-depth reading of the news and its impact in a timely manner, based on a comprehensive knowledge and assessment of the media, journalist, and influencers. Our end products can be tailored to the customers' needs and in any format of their choice.

▶ **Market Research**

- Sententia provides country specific and sector specific market research that is tailor-made to help your business make well informed decisions and turn risks into opportunities. Our teams of experts test the market to determine the success of your product or service among different demographics.

▶ **Consultancy, Recruitment and Payroll Services**

- Sententia identifies, tests, recruits, and provides payroll services to freelance linguists and editors working on projects managed by major US companies that provide translation and summaries of significant political, economic, and military developments reported by local media to governments and business clients.
- Sententia provides general consultancy and business solutions specific to your requirements and needs.

▶ **Other Services**

- Upon request, we provide subtitling services, interpretation, and conference organization services

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