

Vistatec Launches AI Council to Guide Responsible AI Adoption Across the Localization Industry

New advisory council brings together industry leaders and AI specialists to explore how AI is used and governed in global content

DUBLIN, DUBLIN, IRELAND, August 11, 2026 /EINPresswire.com/ -- Vistatec today announced the launch of the Vistatec AI Council, a curated advisory group focused on the responsible and commercially grounded use of AI in localization and global business.



The Vistatec AI Council comprises ten members, combining expert voices from Vistatec with external leaders drawn from the wider AI community and companies working at the leading edge of the field. Each session may also welcome invited guests, keeping the discussion current and connected to fresh perspectives.

Alongside its members, the Council includes “Vicky”, an AI agent. Briefed on the Council's remit and wider industry context, Vicky participates in every session, and the inclusion is a deliberate design choice, ensuring a council convened to examine AI + Human Expertise also demonstrates it in practice.

The Council is designed to move the conversation beyond whether AI belongs in localization workflows and toward the harder questions the industry now faces: where AI delivers genuine value, how it can be deployed responsibly, and how organizations balance the commercial pressure to adopt AI quickly against the need for compliance and client trust.

The Council will meet in focused sessions at least six times a year. Members are appointed in 12-month terms, ensuring the group stays current as technology evolves. Selection is deliberate and curated, with a balanced mix of independent AI experts and newer, non-traditional voices bringing a range of experience to each discussion.

"The localization industry is entering a new phase of maturity. Companies are looking beyond simply adopting AI and are focused on how to implement it responsibly, scale it effectively, and maintain the quality and trust their global audiences expect. The Vistatec AI Council gives that conversation a serious home, and brings the right people around the table to cultivate it," said Simon Hodgkins, Chief Marketing Officer, Vistatec and Vistatec AI.

Discussions within the Council are candid by design, and not every conversation will be made public. Vistatec will, however, share considered thought leadership informed by the perspectives around the table, contributing to the wider industry's understanding of AI in global content.

Vistatec's AI Council will stay focused on the issues that enterprises are most concerned about: trust, ROI, security, efficiency, governance, and workflow design. By combining expert perspectives across the industry, the Council will help influence more practical, responsible, and effective approaches to language AI.

Christine Tubridy

Vistatec

[email us here](#)

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