

Sage Words Today for the Leaders of Tomorrow

GM Voices Hosts Entrepreneurship Open House for Local High School Students

ALPHARETTA, GA – The risks are great. The potential rewards, even greater. Such is the life of a young or aspiring entrepreneur.

Twenty five years ago, Marcus Graham hoped to parlay a love of radio and broadcasting into a career as a voice actor. It didn't quite work out. Instead, he established GM Voices, a multi-million dollar company that provides the prerecorded voices heard on phone systems for the world's largest corporations. All in all, a decent compromise.



Today, Graham guest teaches entrepreneurship for two courses at Milton High School in Alpharetta, Georgia—the home base of GM Voices. On April 14, GM Voices held its annual open house, hosting students from Donna Robinson's Business Essentials and Business Procedures classes. The goal: To empower these young adults, encourage them to take control of the future and to show them what a dream and hard work can achieve.

Students were given a tour of GM Voices' studio facilities, and even participated in recording sessions directed by an audio engineer. Graham explained how all this started when he called a Rich's department store after hours and noted how the recorded messages presented a sub-par image to customers. He improved the audio and voice work, creating a pleasant and brand-consistent experience for customers. Now, GM Voices does the same thing for companies all over the world in over 90 languages.

"When I started out, I was just a wannabe voiceover artist with a tape deck," said Graham. "But by chance, I discovered a real need in the market. And then it was just a matter of educating companies about how much better their brands could be presented over the phone. Now, we're the market leader in our industry, and the need for our services just keeps growing with the development of new voice technologies."

"These kids can do anything they set their minds to. Sure, it requires a little foresight and whole lot of hard work, but being your own boss is the coolest thing in the world. It's worth the risk, worth the effort."

Other members of the GM Voices team relayed their career stories to the college-bound MHS students. Matt Strach, Brand Manager, and himself a Milton graduate, had this to say to the students: “For a creative marketing guy, this is like a ‘kid in a candy store’ situation. I work with audio engineers, professional videographers, Flash developers and musicians. We can do things that huge companies can only dream of. It’s awesome. Just find what you enjoy and go for it.”

About GM Voices

Since 1985, GM Voices, Inc. has emerged as the global leader in professionally-recorded voice, language localization, persona development and Voice Branding solutions for Fortune 1000 corporations worldwide. Dozens of voice actors record in their studios each week, providing clients a consistent voice for any application. More than 90 languages and dialects are offered. GM Voices invented the term and concept of *Voice Branding*, a single-voice customer experience consistent with a company’s brand image.

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