

# Maree Moscati

A Visionary Leader Helping Organizations  
with Premier Dictation Services



Copytalk thrives at the intersection of workflow efficiency and regulatory compliance. We innovate our technology and infrastructure to deliver reliable documentation via a growing number of channels. Trust us to transform your voice into accurate, impeccably-formatted transcriptions that save you time, protect your privacy, and safeguard your security.



Maree Moscati  
CEO

Meet Maree Moscati, the CEO of Copytalk, a transcription service devoted solely to serving the demands of the financial services sector in terms of privacy and security. Before taking over Copytalk's leadership in 2012, Maree spent more than three decades working in the finance sector, first as a financial planner and then as a mentor for others as a regional sales manager, and finally as a President and CEO in wealth management and trust services.

A graduate of the Laboratory Institute of Merchandising, Maree pursued all certified financial planning courses from Florida State University. She has FINRA Series 24, 7, and 63 licenses and the highly sought-after Certified Third Party Risk Professional (CTPRP) accreditation from Shared Assessments. Under her direction, Copytalk has developed into a leading enterprise of secure mobile dictation to a number of leading financial institutions and well-known businesses in other industries.

In 2021, Maree was named among the "10 Best CEOs of 2021" by Industry Era Magazine and one of the "Inspirational Business Leaders to Watch by Tycoon Magazine. Previously in 2018, the Bank Insurance and Securities Association inducted Maree into its prestigious Hall of Fame and recognized her with its Lifetime Achievement Award.

## About Copytalk

Established in 2001, Copytalk provides its transcription services through phone, mobile applications, and integrated web control. Copytalk's clients use its transcription service for free-form dictation, to complete forms, or to send structured data to their back-end systems or outside applications.

On the other hand, Copytalk's Digiscribe services offer media, video, audio files, educators, authors, and producers transcription services. Through this service, Copytalk offers speaker ID and time stamping on request. Additionally, the Digiscribe service can provide closed captioning on-demand and take English transcripts in 100 different languages through one of Copytalk's partners.

## A Challenging Year

For Maree, 2022 has proven to be one of her career's most unpredictable, unreliable, and surprising years. *"While we are supposed to be 'out of the pandemic,' remnants and critical changes continue – remote – hybrid – back in office quandaries – goals, achievements – what are we to expect, anticipate, and stay ten steps ahead of the game we call business,"* she said. *"2022 has proven to be a good year as it relates to goal attainment and achievements – growing your business in a Fintech world, which changes at the speed of light, is always a challenge but one we at Copytalk are always up for."*

## Emerging Trends of the Industry

Maree feels professionals want to avoid toggling between several different platforms, passwords, and devices they need to work from; they want all their platforms and technologies under a single roof. They want to know that whatever services they use are safe, secure, and most importantly, they want process efficiencies.

This has helped Maree and her team to build a patent-pending technology named Copytalker. This technology allows a virtual button to sit at the top of the user's CRM or workstation. The Copytalker provides an efficient, effective, simplistic process to memorialize conversations and work flows.

## Empowering People

Maree has spent more than three decades working in the financial services sector, and she is aware that one of the most important things business leaders can do is to empower their people. Empower them to contribute, share ideas, and believe in them so that they can tackle every situation that comes their way. She believes that one of the ways any leader can guarantee motivation is through the ability of the mind to operate together throughout an organization.

As a CEO, Maree has an open-door policy, and everyone is invited to speak with her and share ideas, concepts, and



better ways of providing service at any time.

### Ensuring Optimum Client Satisfaction

Copytalk believes in 1000% customer service. It employs a customer service team that is second to none in the industry. Copytalk installs all the necessary processes in place for any feedback, both externally and internally, through different channels and one that permeates through several divisions within the firm.

Depending on the severity, any form of customer feedback Copytalk receives goes to either the middle or senior management, and some of them also flow up to Maree as CEO. Upon receiving an issue, Maree prefers to address it by herself, so Copytalk's clients know that she is there to serve their best interests

*"I love speaking with our clients, whether they are complimenting, or sharing concerns – it is always a critical step in staying in touch with what your clients are experiencing,"* states Maree

### Advice to Budding Leaders

Maree believes budding business leaders must have a written plan for their business. They need to make sure that they have mentors around them who can inspire them and

take the time to listen and offer solid advice. Nobody succeeds in business alone, so before establishing their firm, assuming a higher position within the current organization, or entering a new field, budding business leaders should consider who their mentors are.

### Looking at the Future

In the future, Maree plans to continue leading the organization far beyond where it is today. Her long-term goals include revolutionizing the mobile transcription industry through disruptive and innovative technologies and to continue to speak and serve to as an influential voice for younger people, especially women.

*"I will continually strive to support our firm as the premier firm in the industry. For me, one never knows where the journey will lead to. I'm a risk taker. Twenty years ago, if anyone told me I would be sitting at the helm of a technology firm – I'd say they were crazy – yet, here I am!"*- she explained.

