

# Salespring debuts at Web Summit Rio as the first Brazilian platform for integrated revenue management

With a proprietary methodology and applied artificial intelligence, the platform addresses one of the greatest challenges faced by B2B companies: unstructured commercial operations. It connects goals, variable compensation, performance, and growth across marketing, sales, and customer success — all in one solution.

[Rio de Janeiro, April 30, 2025]

More than **57% of sales teams fail to meet their targets** due to lack of structure, disconnected processes, and insufficient predictability, according to Salesforce's *State of Sales* report. In Brazil, this scenario is no different — most companies still rely on spreadsheets, scattered tools, and a lack of alignment between targets, performance, and strategic decisions.

This is the context in which **Salespring** emerges: the first Brazilian platform designed to integrate, organize, and scale every area involved in revenue generation — including marketing, pre-sales, sales, and customer success — into a unified, data-driven operation powered by artificial intelligence. The platform will be officially launched at **Web Summit Rio 2025**, on April 30.

## A solution built by someone who lived the problem

Leading Salespring is **Angelita Oliveira**, founder of Women in Sales and a national reference in B2B sales. With years of experience heading high-performing commercial teams, Angelita decided to turn her revenue management methodology into scalable technology.

*"Salespring was born from the challenges I lived: goals that didn't align with compensation models, decisions made blindly, and teams wasting time on manual tasks. I wanted one platform to connect it all — with method and intelligence," explains Angelita.*

## How the platform works

Salespring was built to be the central platform for managing the full revenue journey — with a focus on **strategic goals per team, variable compensation models, career plans, performance tracking, ROI, and AI-driven insights** to support leadership decision-making.

At Web Summit Rio, the startup will present its MVP with the **first version of the platform already available to the market**: the **goal-setting module for sales teams**, including team structure, roles, compensation frameworks, and performance dashboards enhanced with artificial intelligence.

*“We’re starting with the heart of the operation: the sales team. We’re solving the chaos around goals, compensation, and team structure — and giving leaders the intelligence they need to make better decisions,” says Angelita.*

Additional modules — expanding to marketing, CS, and pre-sales, as well as career and ROI functionalities — are already scheduled for release over the next few months, reinforcing Salespring’s long-term commitment to transforming revenue management in Brazil.

## **Representation, innovation, and impact**

Angelita is also the founder of **Women in Sales**, a community of over 6,000 women dedicated to advancing female talent in strategic business and tech roles. With Salespring, she takes the next step — combining real-world experience with scalable technology and a vision for social impact.

*“Brazil builds technology too. And with Salespring, we want to show that it’s possible to scale with intelligence, structure, and purpose.”*

## **About Salespring**

**Salespring** is the first Brazilian platform for integrated revenue management. Created for B2B companies looking to scale with structure and sustainability, it connects goals, compensation, performance, career development, and ROI across marketing, sales, and CS — powered by artificial intelligence and a field-tested methodology built by those who know what running high-performance teams really means.

### **Press contact:**

Angelita Oliveira  
CEO & Founder Salespring  
+55 11 986932471  
[angelita@salespring.com.br](mailto:angelita@salespring.com.br)  
[a.oliveira@womeninsales.com.br](mailto:a.oliveira@womeninsales.com.br)