

Web Summit Rio 2025 features authors of the bestseller *Ensemble* and reinforces its commitment to gender diversity.

RIO DE JANEIRO, Brazil — April 25, 2025 — Web Summit Rio 2025, one of the world's largest technology and innovation events in the world, will feature five authors of the recently launched bestseller book ***Ensemble: From Solo to Symphony***, further cementing the conference's role as a platform committed to diversity and gender equity.

More than a book, *Ensemble* is a global manifesto for a future shaped by collaboration, influence, and feminine impact. Launched last month across three continents, with over 3,750 copies sold in its first week in Brazil, the best-seller brings together stories from 139 women across five continents – leaders in technology, business, science, diplomacy, arts, and entrepreneurship – who believe that by lifting others, we all rise.

"This book is a living movement. It was born as a collective creation, and bringing it to a global stage like Web Summit alongside women I deeply admire is the continuation of this ripple effect," says Maria Paula, TV actress, activist, and one of the curators behind *Ensemble*. In addition to being a source of inspiration, all earnings from the book sales will go to organizations that support vulnerable children in Brazil, like the NGO Casa do Caminho.

Web Summit has consistently increased the representation of women across its programming. In 2024, **39% of speakers** and **47.5% of attendees** at Web Summit Rio were women. Of the 1,066 startups present, **480 were founded by women**—a record-breaking figure for the event. The conference's **Women in Tech** program plays a key role in this progress.

"We're deeply committed to changing the gender balance across all of our conferences and to empowering women worldwide by fostering networking opportunities, building mentorship programs, and nurturing our global online Women in Tech community," states the program on its official page.

Every year, the Women in Tech program offers a batch of heavily discounted tickets—90% off—as a way to boost female attendance. In 2025, this batch sold out faster than ever, thanks in large part to the active engagement and outreach of Women in Tech ambassadors, including **Carolina Nucci**, a Brazilian speaker and business advisor, and one of the authors of *Ensemble*.

Every year, the Women in Tech program offers a batch of heavily discounted tickets for women—90% off—as a way to boost female presence at the conference. According to the event team, this year's batch of discounted tickets sold out faster than ever before, a success fueled in large part by the strong engagement and communication efforts of Women in Tech ambassadors, including Brazilian speaker and advisor Carolina Nucci, one of the book's authors.

"Web Summit isn't just another tech event—it's a platform that actively opens doors for more women to be seen, heard, and respected," says Nucci, who in addition to being one of the **co-authors of *Ensemble***, is also one of the *ambassadors for the Women in Tech program* and one of the *speakers of the event together with Maria Gal and Maria Paula*. ***"Being part of a movement that values representation and inclusion in such an intentional way is deeply personal – and powerful. I'm proud not only to be part of it, but also to help bring other incredible women to this space with me. Alone, we may grow. But together, we scale. And that's where transformation begins."***

According to Maria Gal, ***“participating in Web Summit Rio means affirming that technology and innovation also need to reflect the diversity of the real world. Our movement is about occupying spaces, transforming narratives and showing that gender equality is a pillar of the future we want to build. This is what I understand and have done as an actress, businesswoman, presenter and influencer through the TV and film production company Move Maria”.***

The presence of Ensemble authors across multiple stages reflects Web Summit's commitment to gender diversity. Alongside Maria Paula, Maria Gal and Carolina Nucci, the event will feature two other coauthors: Gabriela Comazzetto, GM Global Business Solutions Latam of TikTok and Talita Zampieri, CMO of Superlógica. **“Speaking about marketing and growth on this stage is a statement: diverse leadership isn’t a trend—it’s a strategy. Ensemble is proof that when one woman claims space, she opens the way for countless others. This isn’t about trends– it’s about changing the game,”** says Zampieri.

Their participation reinforces Ensemble’s active role as a collective movement for equity, representation, and transformation. Each voice brings a call to action—inviting more women to claim space, and reminding organizations everywhere: **diversity is not a trend, it’s a strategy for lasting growth.**

Featured panel:

Ensemble, From Solo to Symphony: The Feminine Manifest of Influence, Impact and Growth

April 30 • 🕒 11:30 AM – 11:50 AM 📍 Creative Summit Stage

Speakers: **Maria Paula**, TV actress, presenter, and activist; **Maria Gal**, presenter, actress and Founder and CEO of Move Maria; **Carolina Nucci**, speaker, business advisor and thought leader on customer centricity and human-centered organizations.

Summary: Inspired by the manifesto behind the book, this panel explores the myth of the self-made woman—and the risk of isolated success. Through personal stories and shared insights, the authors will discuss how collaboration among women generates systemic change, accelerates impact, and transforms industries.

Additional panels featuring Ensemble authors at Web Summit Rio:

>> Automation vs. Authenticity: How to Humanize Tech at Scale.

April 28, 12:00 PM – Community Stage. Speakers: **Carolina Nucci** (LadoH), Laura Sales (Plurie Br), Vanessa Poskus (Uppo), Lisiane Lemos (Governo do Estado do Rio Grande do Sul).

>> Solving the Personalization Problem with AI.

April 28, 3:20 PM – Marketing Stage. Speakers: **Carolina Nucci**, Yash Reddy (MoEngage), Shelley Pursell (HubSpot)

>> Marketing for Startups: Everything You Need to Know

April 28, 2:10 PM – Marketing Summit. Speakers: **Talita Zampieri** (Superlógica), Eduardo Vieira (Softbank), Tatiana Schibuola (UOL Notícias).

Catch Ensemble authors for press inquiries and interview requests

All authors are available for interviews and commentary on the book and on their panels. To connect or request an interview, contact the event's media team or the authors directly through the Web Summit Rio's official app.