

Pmweb announces strategic expansion into Europe at Web Summit Rio 2025

Rio de Janeiro, Brazil – April 27, 2025 – Pmweb, a leading technology company specializing in CRM solutions, is excited to announce its expansion into Europe during Web Summit Rio 2025, one of the world's most prestigious technology conferences.

The event, held from April 27–30, will mark the launch of Pmweb's plans to establish a regional hub in Portugal and expand operations across Europe under the leadership of Grazi Sbardelotto, Partner and VP at Pmweb. Grazi brings extensive experience in managing complex projects, driving client success, and fostering innovation. Her leadership will be key to building strong relationships with clients and partners while positioning Pmweb as a player in the European market.

This move highlights Pmweb's commitment to delivering cutting-edge marketing technology solutions, leveraging its expertise in nearshoring to combine the technical excellence of its Brazilian team with the strategic advantages of operating in Europe.

Strategic Goals for Europe: Pmweb's expansion is built on three pillars:

Portugal as a Hub: Establishing Portugal as the base for European operations, leveraging its geographic and cultural alignment.

Nearshoring Advantage: Utilizing the cost efficiency and expertise of its Brazilian workforce to deliver tailored, high-quality solutions.

Building Partnerships: Collaborating with local and global players to drive innovation and achieve impactful results.

Global Clients and Partners:

Pmweb serves an impressive roster of global clients, including Sephora, Burger King, Shell, and General Motors, who rely on its innovative solutions to enhance customer engagement. The company also partners with industry leaders such as Salesforce, Braze, Adobe, MoEngage, Emarsys and Oracle ensuring access to the latest advancements in technology and strategy.

Services Offered:

Pmweb specializes in Composable Services, integrating CRM technology with consulting in strategy and enterprise solutions to help businesses optimize operations and improve customer experiences.

About Pmweb's European Expansion:

As part of its go-to-market strategy, Pmweb will focus on forging partnerships with local and global players, including the WPP ecosystem. The company also plans to collaborate with universities like NOVA IMS in Portugal to attract top talent and foster innovation.

The expansion prioritizes creating customized solutions for European clients, supported by Pmweb's proven track record in delivering high-performance marketing technology platforms.

Meet Us at Web Summit Rio 2025:

Connect with Pmweb at Web Summit Rio to learn more about our journey into Europe. Whether you're a journalist, potential partner, or prospective client, contact us directly to schedule a meeting or interview.