



Roberta Lucca

Co-Founder @ Bossa Studios & Unconventional Entrepreneur

"Forbes Top 50 Women in Tech"

Roberta Lucca is the co-founder of British video game developer Bossa Studios, one of Europe's most successful and creative gaming companies, achieving unparalleled success with games titles including the BAFTA-winning *Monstermind*, *I Am Bread* and *Surgeon Simulator*.

TOPICS:

- Innovation: The Secret to the Most Innovative Companies
- AI: How Can AI Work for You?
- Games: A Massive Untapped Opportunity
- High Performance: The 5Cs Windmill

LANGUAGES:

She presents in English.

IN DETAIL:

Roberta has worked with organisations worldwide, including Ocado, Disney, Unilever, NatWest, Creative Informatics, Forbes and the Festival of Marketing. In 2022, she appeared on TV as a judge and angel investor on BBC One's *The Apprentice*, judging the contestants in a weekly task to build, brand and promote a video game. Prior to founding Bossa, Roberta worked as an innovation expert at Nokia and at Brazil-based TV Globo, the second-largest commercial TV network in the world. As a digital entrepreneur, she also set up Wonderluk, one of the first companies to enter the 3D-printing market, designing, manufacturing and selling 3D-printed jewellery on demand.

WHAT SHE OFFERS YOU:

Roberta's experience as a digital entrepreneur inspires and challenges audiences seeking to instill a creative, entrepreneurial and intrapreneurial mindset; and looking at how to innovate in an increasingly tech-savvy world.

HOW SHE PRESENTS:

Roberta has contributed to conferences and events talking with authority about her experience as an entrepreneur and the world of technology and AI.