

Roberta Lucca

Co-Founder @ Bossa Studios & Unconventional Entrepreneur

"Forbes Top 50 Women in Tech"

Roberta Lucca is Co-Founder and Chief Brand Officer at BAFTA-winning games company Bossa Studios. Her YouTube channel Beta Lucca widens her support to aspiring entrepreneurs. Roberta has built and launched over 20 digital/mobile products, games, and brands.

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.

PUBLICATIONS:

2020 Podcast: Hyper Curiosity

IN DETAIL:

With a strong team of 90+ people based in London; Roberta helped Bossa grow from zero to a multi-million-dollar business. She is now amongst the 1% top performing UK start-ups in terms of annual sales. Their games are B2C and went viral due to their ingenious growth strategy. They are played by millions of people worldwide – on PC, mobile, iPad, PlayStation, Xbox, and VR. Roberta's latest venture, BOLDR, brings to mobile platform a virtual career/personal coach that is part Artificial Intelligence, part game. In presentations she shows how BOLDR uses evidence-based neuroscience and coaching techniques to make the coach-bot engaging, credible and effective.

WHAT SHE OFFERS YOU:

As an international innovation keynote speaker, Roberta empowers executives to ignite their organisation's entrepreneurial mindset and embrace the forefront of bold innovation, including AI, Gamification, and VR.

HOW SHE PRESENTS:

Her transformative insights enable organisations and people to be more efficient, innovative and productive.