



MARCELA MOREIRA APPOINTED AS BELIEVE'S NEW COUNTRY DIRECTOR IN BRAZIL

Executive with more than 16 years of experience in the music industry joins to lead the company's operations in one of Believe's most strategic markets worldwide



Marcela Moreira, new Country Director of Believe Brazil.
(Photo credit: Fabrício Menicucci/Believe)

[RIO DE JANEIRO, July 16th, 2026] Global artist development company Believe announces the appointment of Marcela Moreira as the Group's new Country Director in Brazil. She will assume the role on July 16th and will be responsible for leading all of

Believe's business lines in Brazil — Artist Services, Label & Artist Solutions, and TuneCore — reinforcing the company's long-term commitment to one of its most strategic markets worldwide.

With more than 16 years of experience in the music industry, Marcela has built a solid career at major music companies, including Sony Music and Warner Music, both in Brazil and internationally, with assignments in London and Miami. Throughout her career, she has led initiatives focused on artist development, commercial strategy, and digital transformation, while also overseeing global campaigns for emerging Latin artists.

Based at Believe's Rio de Janeiro office, Marcela joins the company at a significant moment, as Believe celebrates two decades of global operations while continuing its expansion strategy across key markets. In Brazil, the company has strengthened its presence across a wide range of musical genres, particularly forró, one of the country's leading drivers of music consumption. With artists such as João Gomes, Nattan, Felipe Amorim, Xand Avião, Iguinho & Lulinha, Manim, Taty Girl, and Priscila Senna on its roster, Believe holds a leading position within the genre, which serves as a major growth engine for its Brazilian operation.

Alongside its strong position in local genres, Believe remains focused on developing sustainable careers and providing solutions that connect artists and labels with opportunities in the digital economy, transforming access into audience growth, engagement, and long-term results.

"Brazil is one of the world's most vibrant and influential music markets, and Believe has built a unique position by combining global scale with strong local expertise. I am thrilled to take on this leadership role at such an important moment for both the company and the industry, working alongside artists, labels, and partners to create new opportunities for sustainable growth," said Marcela Moreira.

For Alejandra Olea, Believe's Managing Director, Americas, Marcela's appointment further reinforces the company's growth strategy in the region. "We are very excited to welcome Marcela to Believe. Her national and international experience, deep industry knowledge, and strategic vision will be instrumental as we continue accelerating our growth in Brazil. Beyond being a highly respected executive, her arrival strengthens a commitment that is part of Believe's identity: increasing representation and the presence of women in leadership positions across the music industry. At a time when the richness and diversity of Brazilian music are gaining increasing relevance both domestically and internationally, Marcela joins us to strengthen our commitment to

artists and labels, expand opportunities, and contribute to the sustainable development of careers in an increasingly connected market."

Marcela's arrival comes at a time of strong momentum for Believe in Brazil. Following a series of successful artist projects and continued investment across its business lines, the company remains focused on strengthening its support for artists and labels while accelerating its next phase of growth in one of Believe's most strategic markets worldwide.

About Believe

Believe is a global artist development company. We empower local artists, labels and publishers to grow their audiences at each stage of their careers with expertise, respect, fairness and transparency. Operating in 50+ countries, with more than 2,000 employees, Believe offers a full range of services including audience development, publishing, marketing and distribution, with a tailor-made approach to fit any artist, label or publisher. Brazil is one of Believe's most strategic markets worldwide. Through its Artist Services, Label & Artist Solutions and TuneCore businesses, the company has established itself as a leading partner for independent artists and labels across multiple genres, working with some of the country's most prominent artists, including Xand Avião, João Gomes, Pablo, Felipe Amorim, Nattan, Gilsons, MC Davi, Afreekassia, Priscila Senna and Iguinho & Lulinha, among many others. With a leading portfolio of brands that includes Nuclear Blast, naïve, TuneCore, Groove Attack, Sentric, AllPoints and Byond, among others, Believe champions independence and innovation through a unique model that combines local expertise with a global tech platform, delivering exclusive solutions for artists to promote and monetize their music thanks to strategic partnerships with leading global digital service providers. Believe is a company headquartered in France. Learn more at www.believe.com.