



Nuria Santamaria Wolfe

**CEO and Co-founder
Encantos Media Studios, PBC**

Nuria Santamaría Wolfe is the CEO and co-founder of Encantos, a purpose-driven entertainment company for today's diverse families.

Named by Ad Age as a “Woman to Watch,” Nuria has built her career at the intersection of multicultural markets, media and technology. She’s a champion for diversity and inclusion in tech, and an advocate for diverse representation in media.

Driven by her belief in the power of media and technology to connect people across cultures and generations, she co-founded Encantos as a brand studio to design, develop, and scale family brands inspired by diverse cultures with universal appeal.

Canticos, the first brand developed by Encantos, is a bilingual preschool brand inspired by Latino nursery rhymes, brought to life through animated videos, digital apps, and interactive books. With its recently-formed partnership with Nickelodeon, Canticos is now reaching a wider audience with more digital content and more consumer products for families around the world.

Nuria began her career in technology consulting at Accenture and then went on to work at several tech start-ups, consulted for technology companies, and was most recently Head of Multicultural Strategy at Twitter.

A supporter of education equity and of diverse entrepreneurs, Nuria serves on the San Francisco Advisory Board for the Hispanic Scholarship Fund and has mentored entrepreneurs through Stanford’s Center for Latino Entrepreneurship/Latino Business Action Network and Manos Accelerator.

Nuria graduated from Stanford University with degrees in Economics and Spanish. She was born in El Salvador, grew up in Los Angeles, and currently lives in Marin County, California with her husband Steven and their children Sebastián and Siena.
