

Sonia Couto Unveils 'Tenacity with Sonia C' Podcast: A Candid Exploration of Resilience and Leadership in Tech

Introducing 'Tenacity with Sonia C' – A Groundbreaking Podcast Where Resilience Meets Innovation, Hosted by Tech Visionary Sonia Couto

TORONTO, ONTARIO, CANADA, April 17, 2024 /EINPresswire.com/ -- Introducing “Tenacity with Sonia C,” a groundbreaking podcast series that offers a profound exploration of leadership and resilience. Hosted by Sonia Couto, a distinguished two-time tech founder, board member, and resilient breast cancer survivor, this podcast is set to reshape how we think about leadership and overcoming challenges in the tech industry and beyond.

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I believe in paying it forward and have created this platform to support those who are in the same place I was a few years back. It's about lifting others as we climb”

Sonia Couto

Sonia Couto is more than a tech entrepreneur; she is a visionary who transforms complex challenges into streamlined solutions. As the managing director of

Konverge, a leading software development company, she has collaborated with hundreds of startups, guiding them through the intricacies of innovation and market entry. Her experiences led her to establish MenuSano, an essential nutrition analysis tool for the food service industry, and Field Eagle, a comprehensive inspection software, both under the umbrella of the Konverge Group of companies. Sonia's firsthand journey through the volatile startup landscape, coupled with her methodical approach to simplifying complex problems and executing solutions with precision, has repeatedly proven successful in pushing boundaries in global markets.

Beyond her business achievements, Sonia is a passionate advocate for gender diversity in tech and a beacon of courage as a breast cancer survivor. Her personal and professional journey offers invaluable insights into perseverance and strategic thinking. “My experience through diagnosis, treatment, and recovery taught me the undying power of resilience. I want to share that power with others. I also believe in the power of paying it forward” Sonia states, reflecting on her path through adversity.

“Tenacity with Sonia C” is more than a podcast. It’s a platform where thought leaders and

innovators share not just the successes but the raw realities of their journeys. Each episode delves into topics rarely discussed in boardrooms:

Balancing Health and Professional Ambitions: How leaders manage personal well-being alongside their professional duties.

Empowering Women in Tech: Tackling the barriers that women face in the industry through mentorship and inclusive practices.

Loneliness in Leadership: Addressing the often-isolated paths that leaders walk and the strategies to connect and build supportive networks.

This podcast will guide current and aspiring leaders through the complexities of their roles and inspire them with stories of real-world tenacity. "I've witnessed many entrepreneurs repeat the same mistakes, including myself. 'Tenacity with Sonia C' aims to change that by opening a dialogue about the challenges and triumphs of leadership," Sonia explains.

Why You Should Listen:

Inspiring Stories: From battling cancer to breaking tech barriers, Sonia's narrative is intertwined with lessons on thriving through adversity.

Strategic Insights: In each episode Sonia's guests provide practical advice on navigating the highs and lows of leadership and entrepreneurship.

Community and Mentorship: Engage with a community that uplifts and mentors, turning individual challenges into collective opportunities.

"Tenacity with Sonia C" is available now on all major podcast platforms, including Spotify, Apple Podcasts, and Google Podcasts. Join us for a journey of learning, inspiration, and empowerment.

For more information, to arrange an interview with Sonia Couto, or to discuss potential guest appearances, please contact Sonia Couto at Sonia@soniacouto.com.



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