



Spinnable

UNDER EMBARGO UNTIL 09 NOVEMBER 00.01 WEST

PRESS RELEASE

Former Unbabel CEO launches Spinnable, predicting that every company will employ both humans and AI within five years

Lisbon, Portugal [09.11.25] It's official: you can now hire AI coworkers. **Spinnable**, launching today and founded by **Vasco Pedro**, former CEO of **Unbabel**, is building what he calls "*AI that belongs on your org chart.*"

Three-quarters of employers globally say they can't fill critical roles as skills shortages deepen and talent gaps widen. Spinnable expands what businesses are capable of in order to multiply skills, knowledge, and execution across every function.

Spinnable's AI coworkers join teams like real people: onboarded, trained, and accountable. They learn how each company operates and take on real roles in legal, operations, finance and marketing. They plug straight into Slack, email, CRMs, and Notion, taking care of the repetitive work so your team can focus on what humans do best: think, create, and lead.

Vasco Pedro, co-founder and CEO of Spinnable. "*AI will become a really normal part of every organisation's headcount soon and within five years, every company will employ both humans and AI. The ones who embrace it early will have an edge.*"

We believe that Spinnable will give businesses a way to scale beyond human limits - building organisations that are leaner, faster, and infinitely more capable."

Vasco co-founded Spinnable alongside **Gil Coelho, former Head of Product at Unbabel**, and **Fábio Kepler, Unbabel's former Director of AI Research**. Together, they bring deep experience in building and deploying large-scale AI systems that serve real enterprise users, now applying that expertise to reimagine how people and AI work side by side.

Closing the productivity divide

AI is transforming productivity for large enterprises, but smaller companies are falling behind. A **Wells Fargo analysis (via CNBC)** found that since ChatGPT's release, productivity for **large-cap companies has increased by 5.5%**, while **small businesses have seen a 12.3% decline**.

Spinnable's aim is to close that gap. By embedding AI coworkers directly into the daily operations- not as side tools or dashboards - the company gives leaner teams the same operational leverage as enterprises.

"We're not selling 'AI' or gimmicks," Vasco continued. "We're building a new way for humans and AI to collaborate - one that feels natural, useful, and accessible from day one. The real prize here is accessibility and people finally being able to use AI to do their best work."

Spinnable represents a fundamental shift in how companies grow. By putting humanlike AI inside real teams - not as assistants, but as coworkers - Spinnable is redefining what it means to build and run a business.

"The companies that win this decade won't be the ones with the most people," Pedro added. "They'll be the ones where every person — and every AI — works at their highest level."

***** ENDS. *****

About Spinnable

Spinnable gives businesses a way to scale beyond human limits - building leaner, faster, more capable organisations.

The success of a business shouldn't depend on how many people you can hire.

Spinnable helps you solve this.

Each AI feels like a teammate, they are accountable, and onboarded like any employee - learning how teams operate and multiplying capability from within. Working as an integral part of the systems companies already use, Spinnable helps organisations expand what they can achieve - not by adding headcount, but by amplifying capability tenfold.

Spinnable was founded by a team with deep roots in AI innovation and product design: Vasco Pedro, former CEO and co-founder of Unbabel; **Gil Coelho**, Unbabel's former Head of Product; and **Fabio Kepler**, its former Director of AI Research. Together, they bring years of experience building and scaling human-AI systems used by global enterprises. Now, they're redefining what it means to build and run a company in the age of AI.

The company is currently piloting with select customers in Europe and North America and will unveil the first generation of AI coworkers for real-world teams at **Web Summit 2025**.

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