



DES appoints Alezeya Sanchez as new director of Digital Business World Congress

Sanchez, who has more than 15 years of experience in the marketing and digital strategy sector, will define the content agenda of the largest European forum on exponential technologies

From June 11 to 13, Digital Business World Congress will analyze the potential of disruptive technology solutions with a predominant weight of Generative Artificial Intelligence

Madrid, November 15, 2023. – [DES – Digital Enterprise Show](#), the international event of reference on exponential technologies that will hold its eighth edition in Malaga (Spain) **from June 11 to 13, 2024**, has appointed **Alezeya Sanchez** as the new director of Digital Business World Congress. Thus, Sanchez heads the largest European technology forum for new concepts and digital trends, and takes over from Nacho Villoch, who remains linked to the role of Senior Advisor.

Alezeya Sánchez, who is currently managing partner of PKO Music Group, has dedicated her entire professional career to the field of marketing and digital strategy with more than 15 years of experience in different agencies and specialized companies. She is also former director of the Consumer division of IDG Communications Spain, a company to which the sector's media such as ComputerWorld or CIO Spain belong, and holds a PhD in Audiovisual Communication, Public Relations and Advertising from the Complutense University of Madrid, where she is also an associate professor.

About her new position at DES, Sanchez highlights the *"privilege of joining an event like this" which "has managed to position itself worldwide as a benchmark in digital transformation and exponential technologies applied in different businesses"*.

It is for this reason that she acknowledges to accept with enthusiasm *"the challenge of continuing to strengthen the position of the congress globally and contribute to create a forum to discuss and share knowledge, success stories, strategies and solutions that promote business digitization and turn it into a competitive asset"*.

For her part, **Sandra Infante**, director of DES, expressed her satisfaction with the incorporation of Alezeya Sánchez, stating that *"with her know-how and extensive knowledge of the sector, as well as of the event itself, we will continue to offer content of the highest value, led by leaders in the technological field who will undoubtedly resolve the concerns of the executives who visit us"*.

More analysis, debate and scoops

Alezeya Sánchez will be the person leading the eighth edition of Digital Business World Congress, which will bring together leading international experts who will be responsible for inspiring entrepreneurs on their way to the optimal digitization of their companies or business areas.



In figures, there will be more than 450 specialists who will share *"the latest of the latest in disruptive technologies with a practical application for corporations, SMEs and startups, but with a visionary approach"* notes the director.

As for the novelties of the congress, Sanchez says that *"we will work to ensure that there is diversity, surprise, debate and scoops on what the digital future holds for us. And we will do it hand in hand with entrepreneurs and listen to the 'top of mind' of the world's gurus in technology, disruption and business innovation"*.

The gurus and entrepreneurs will pass through the eight auditoriums of the summit, where they will reflect on the potential of digital solutions that are being drivers of process optimization, customer experience, and the development of business models.

These technologies, which will dominate a large part of the forum's agenda, include Generative AI, data analytics, multicloud, Blockchain, AR/VR, and cybersecurity, among others.

[About DES | Digital Enterprise Show \(June 11th-13th, 2024, FYCMA, Málaga\)](#): DES - Digital Enterprise Show is an event of Nebext - Next Business Exhibitions in collaboration with the City of Malaga and the Junta de Andalucía. Along its seven editions, it has become the largest European professional event on exponential technologies and one of the global benchmarks that offers senior management of companies the latest solutions and products to accompany large corporations, SMEs and European Public Administrations towards digital transformation. Throughout 3 days, we combine technology and innovation with digital leadership, technological solutions to improve customer and employee experience, optimization of operational processes and the identification of new business models, services and products for all industries.