



The CDO of 2024 moves from managing data to leading AI implementation strategies

From 11 to 13 June in Malaga, Spain, DES - Digital Enterprise Show 2024 will analyse the evolution of the role of the CDO in organisations in a context marked by the potential of Generative AI

Data managers from Engie, Cosentino, Just Eat, Sulzer AI or Leroy Merlin will present at the event how they deal with data, as well as showcasing their innovation strategies

Madrid, 23 April 2024. – According to market figures, 93% of Chief Data Officers agree that data strategy is crucial in order to derive value from generative artificial intelligence. In this sense, the role of the CDO in companies has evolved and has become essential in recent years as they are leading the incorporation of exponential technologies, with the preponderance of AI, anticipating digital trends and drawing the best roadmap from data-driven decision making.

Specifically, the transformation of the CDO has involved the transition from managing and analysing information to, thanks to the consolidation of machine learning, implementing advanced algorithms with a view to optimising data collection, processing and management more quickly and accurately. In addition, today's CDOs are responsible for implementing AI initiatives within organisations, ensuring that they are used responsibly to drive innovation and business growth.

[DES – Digital Enterprise Show 2024](#), Europe's largest event dedicated to exponential technologies, will once again host the **CDO Summit & Data in front of more than 17,000 professionals**. From 11-13 June in Malaga, the forum will examine how to navigate regulatory complexities and orchestrate data governed by artificial intelligence, where the use of information becomes not just a resource, but the very essence of organisational evolution and success.

Leading global companies will provide insights into AI strategies for data optimisation, processing and management that, with an ethical and effective approach, are helping to drive disruption and growth for organisations internationally. The likes of **Pedro Liaño**, CDO at Sulzer AI Dubai, will provide a unique perspective on the convergence of emerging technologies and data leadership in a global environment, **while Álvaro Sánchez**, Chief Strategy & Data Officer at Cosentino, will provide the strategic vision that has brought his company to the forefront of innovation.

In addition, **Alberto Marco**, renowned in the insurance sector, and finalist for best CDO of 2023 in Spain by the CDO Club Spain & Latam, will offer ideas on how to leverage data to improve a company's internal development and customer experience.

Marian De la Peña, Chief Digital and Analytics Officer at the **Engie** capital group, will share her experience in the implementation of digital and analytical solutions in the energy sector. Along the same lines, **Carmen López**, Business Intelligence and



Analytics Director at **Just Eat - Takeaway.com**, will share her testimony on the use they make of data in a constantly monitored market, such as takeaway food. Likewise, **Ignacio Bocos**, Director of Risk Data and Models at CaixaBank, will share his knowledge of data management in the financial industry and will provide answers on how to face the legislative and security challenges in a digitally interconnected world.

A role that has evolved alongside technology

With this line-up of leading figures in the digital era, the DES 2024 CDO Summit & Data will highlight how the role of the CDO has been transformed, while the application of artificial intelligence, and its integration with other exponential technologies in the business environment, is evolving at a dizzying pace. The summit will also identify key gaps to advance the digital landscape, as well as strategies to lead organisations into the new era of data-driven decision making.

Together with the CDO Summit & Data, DES 2024 will address key content for CIO's, CMO's, CEO's, Chief Sustainability Officers or AI Directors, among other executive profiles, in eight verticals within a programme that will bring together more than **450 international experts** who will share concepts, projects and success stories with exponential technologies as protagonists.

Meeting point for exponential technologies

Similarly, DES 2024 will be the meeting place for more than **400 exhibiting firms** such as Banco Santander, T-Systems, Telefónica Tech, Clear Channel, Ebay, Eurecat, Fhios, NP Digital, The cocktail, VASS, Westcon or Zoho, which will reveal their latest innovations in data analytics, 'multicloud', cybersecurity, intelligent automation or hyper-personalisation, among other solutions that are transforming the whole of business, many incorporating artificial intelligence.

[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.