



CIOs from Coca-Cola, ING, Ferrovial, Almirall, Nespresso, Volkswagen, B. Braun Group and Tous will analyse their role in the new challenges of a digital future at DES2024

From 11 to 13 June, DES2024 will look at the evolution of the systems and technology manager in organisations, who has moved from technical expertise to become part of strategic corporate decision-making

The summit will explore the main challenges facing today's CIO, marked by geopolitical uncertainty, talent shortages and the drive for digitalisation

Madrid, 16 May 2024. – The role of the Chief Information Officer (CIO) has evolved over the last decade from controlling technological innovation to one of strategic direction and driving business growth. In this regard, market research reveals that 43% of CIOs expect to broaden their scope with additional leadership responsibilities in the current year.

This and other trends will be discussed at [DES – Digital Enterprise Show 2024](#), the largest European event dedicated to exponential technologies, which will take place from 11 to 13 June in Malaga, Spain. It will do so at the CIO Summit, the meeting that will analyse the development of the tasks of those responsible for systems and technologies. In addition, it will focus on the skills they must have in order to promote the proper digitisation of their respective organisations.

The CIO challenges of 2024

The role of the CIO has been marked in recent years by a context in which geopolitical uncertainty, the rise of virtual solutions, new strategies for retaining and attracting talent and the adaptation of companies to the changing profile of the increasingly technological consumer, among other phenomena, have all converged. These issues will be discussed by leading figures such as **José Manuel García**, Director General of Information and Communication Technologies of the Generalitat Valenciana, and **Albert Almajano**, CIO Iberia of B. Braun Group.

José Andrés López de Fez, IT director at Santa Bárbara Sistemas, part of the global aerospace and defence company General Dynamics; **Javier Sueiras**, CIO of Cementos Molins and **Ester Codina**, CIO of DABA Nespresso, exclusive distributor of the well-known coffee brand, will address the methods and best practices for managing the complexity of the current landscape and adjusting to dynamic environments effectively.

DES2024 will also be a unique opportunity to hear views from different segments of the industry at a time of unprecedented concern for the CIO. Thus, **Nacho Armesto**, Director of the Department of Systems Engineering and Automation at the University of Vigo and other relevant specialists such as **Pablo Montoliu**, Chief Information, Innovation & Technology Officer at the professional services company Aon, and **Francesc Catalán**, CIO at Almirall, will explain how they deal with the challenges related to economic volatility, rising costs or the lack of specialised profiles with the aim of stimulating constant innovation in the business ecosystem.



A role that has evolved along with technology

The disruptive environment in which we find ourselves has led to the CIO also having to adjust his or her position within companies. In this context, **Santiago Franco**, CIO of Amadeus, and **Carlos Muñoz**, Head of Infrastructure and Information Security for Iberolatam at Allianz Technology, will explore the transition from technical expertise to strategic management and leadership, highlighting the fundamental role of the CIO in driving digital transformation and the success of the organisation. Along similar lines will be **Raúl Prieto**, Digital, Data, Advance Analytics & Innovation IT Director at Mapfre; **José López**, CIO at Tous, and **David Marimon**, VP and CIO Iberia at Coca-Cola Europacific Partners.

In relation to the professional profile of the CIO, AI is also impacting their day-to-day work as a technology that revolutionises business models, teams and operations. For this reason, DES will delve into the skills that technology and systems managers must have in order to lead organisations to the latest digital proposals. **Rocío López**, CIO at ING Spain and Portugal; **Aitor Cubo**, Director General of Digital Transformation at the Ministry of Justice, and **Anna Sánchez**, CIO & CDO at Volkswagen Group España Distribución, will be in charge of shedding light on the application of artificial intelligence in the different departments of companies.

In turn, **Óscar Lozano**, Director of Systems and Digital Transformation at Acesur, will share how they are implementing automatic and generative learning in the main olive oil production, packaging and marketing company in Spain.

Accessible technology

Another growing trend in the business world is the adoption of low-code platforms. This is a solution that makes it possible to create applications, web pages or software for computers without the need for extensive programming knowledge, using a graphical user interface (GUI) and predefined visual components. **Elena Liria**, CEO of the Agency for the Digital Administration of the Community of Madrid, will go into this type of technologies that help the CIO to help the organisation move towards optimal digitisation.

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.