



## Data analytics and AI: the powerful combination to manage talent and improve team well-being

**DES2024 will study the influence of exponential technologies to recruit staff, identify workforce weaknesses, and assess employee satisfaction to increase productivity**

**The value of people will be addressed at HR Summit as well as at the Manufacturing & Industry 5.0 forum, which will reflect on responsibility and digitization in production chains**

**Madrid, 30 May 2024.** – After the economic dynamism recorded at the end of the pandemic, we are currently in a period characterized by question marks. Geopolitical conflicts, rising energy and labor costs, increased tax pressure and staff shortages, among other factors, have had an impact on the business ecosystem. According to CEOE data, in order to face these challenges, 81% of organizations are betting on digitalization, with the purpose of reducing costs and increasing competitiveness. A fact that also has an impact, to a large extent, in the field of human resources, responsible for retaining and attracting talent, a driving force for all companies.

[DES – Digital Enterprise Show 2024](#), the largest European event dedicated to exponential technologies, will offer an overview of the opportunities in talent management provided by technologies, and the impact of AI in this field. From **June 11 to 13**, the international event will host the HR Summit in **Malaga, Spain**, with the support of Remote, where HR leaders will analyze the trends, challenges and benefits that digital solutions are bringing to teams.

Precisely, one of the challenges of the sector is the shortage of labor in a world defined as BANI (Fragile, Anxious, Non-Linear and Incomprehensible). **Begoña Parada**, HR Director at environmental services firm PreZero Spain; **Christof Schminke**, SVP Global Marketing at Job&Talent; **Lola Álvarez**, specialist in the development of sustainable, high-performance workforces; and **Marta Moseguí**, Chief People Officer at luxury cosmetics brand Natura Bissé International, will discuss this issue at the summit.

DES will also present the possibilities offered by data analytics in the area of human capital. In this area, data plays a fundamental role both in the recruitment of personnel and in the optimization of talent management or in the assessment of job satisfaction. **Luis Fernando**, Global HR Strategy & People Analytics Manager at Santander; **Santi Cantero**, Senior Data&AI Sales at IBM; **Regina Caldas**, Director of Total Rewards at Remote, and **Gustavo Sandoval**, Head Of IA & Smart X at Knowmad Mood, will explore how the correct interpretation and analysis of information contributes to improving productivity and reinforcing corporate culture in companies.

In this sense, AI is the solution that is helping to process this data to draw useful conclusions. DES will be the ideal opportunity to learn how this disruptive tool is reshaping professional recruitment processes. Experts of the stature of **Irene Barrera**, Director of Human Resources at IBM; **David Payeras**, Chief People Officer at Mango; **Mireia Ranera**, HR Digital Transformation & IA Director at Incipy; **Áurea Benito**,



Corporate People Director at Isdin, and **Ana Escurin**, founder of the consulting firm, Utopians Nation, will bring to the table success stories and innovative strategies that are leveraging the influence of AI in order to drive organizational success, employee wellbeing and talent attraction.

Precisely, the focus on people is an element that defines the identities of today's businesses. From this perspective, **Blanca Gómez**, Director of Employability and Organizational Relations at Advantere School of Management, will explore corporate digital transformation, highlighting the humanistic and responsible stance. For her part, **Meritxell Ferrate**, Chief People and Culture Officer at the pharmaceutical Towa; **Esther Sanchez**, HR Director Iberia in the company that offers heating and cooling solutions, BDR Thermea; **Bea Makowka**, People and Culture Director Iberia at Inizio Engage, and **Elena Gómez del Pozuelo**, CEO of the social impact project, The Friendly Companies, will present the initiatives that organizations are implementing to create environments that foster collaboration, innovation and comfort of workers, where hybrid work has played a key role.

### **“Ethical manufacturing” and human-responsible**

Another of the industries that is betting on humanism in its current development is manufacturing. Based on concepts such as “ethical manufacturing”, the sector is trying to respond to the moral needs that are being demanded at a conjunctural level by attending to all the actors in the value chain in a fair manner. **Ramón García**, General Manager of the Spanish Logistics Center; and **Roselyne Chane**, President of the association that promotes the growth of the foodtech segment, Food Agri Tech Europe, will bring to the table at the DES Manufacturing & Industry 5.0 forum examples of transformative practices, from sustainable sourcing to labor rights.

In parallel to this, what is also driving the manufacturing sector are exponential solutions, such as robotics, IoT or blockchain, which in turn promote efficiency, sustainability and competitiveness in factories. **Pol Salvadó**, Facility Plant Director at Almirall, and **Blanca Chocarro**, Senior Strategic Program Manager at EIT Manufacturing, among other specialists, will be discussing this aspect in depth.

Along similar lines, **Joan Ral**, CIO at Celsa Group; and **Elena Madera**, Head of Automotive&Manufacturing at T-Systems Iberia, will share the methods in data management and analysis that are maximizing the scope of the information generated in production plants. **Jesús Medina**, CIO at the Port Authority of the Bay of Algeciras, will offer his vision of how technology is bringing about enormous progress in the logistics landscape.

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[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.