



# Randi Zuckerberg confirmed as a top speaker at the 10th edition of DES – Digital Enterprise Show

The tech entrepreneur and former Facebook marketing executive will participate in the event to reveal how artificial intelligence is impacting sustainable business growth

From June 9 to 11 in Malaga, Europe's largest gathering on exponential technologies and AI will bring together more than 15,000 international executives to explore the latest digital innovations

Madrid, 9 April 2026. – [DES – Digital Enterprise Show 2026](#), Europe's largest event on exponential technologies and AI, continues to shape its tenth edition to once again serve as the premier forum for examining the impact of technology on businesses and public institutions. To that end, the gathering, which will take place from **June 9 to 11** in **Malaga**, Spain, has confirmed the participation of a top-tier figure: **Randi Zuckerberg**, a tech entrepreneur, former head of marketing at Facebook, and globally recognized as one of the most influential voices in the field of social media.

The sister of Facebook's founder will visit DES 2026 on June 10, where she will deliver a keynote titled "AI That Delivers," aimed at business leaders and CEOs. Her presentation will focus on analyzing how AI exceeds expectations to become a real driver of business impact.

From an executive perspective, Zuckerberg will outline the strategies companies can adopt to translate AI into measurable growth, improve advertising performance and generate strategic returns on a scale. Drawing on his experience developing products that drove revenue at Meta, he will also reveal how organizations can make **decisions about where to invest in artificial intelligence**, how to align teams around its adoption, and how to turn innovation into sustainable long-term results.

The businesswoman is one of the global leaders joining the lineup of the **Digital Business World Congress**, the largest community-level forum on digitalization taking place as part of DES. More than 500 international speakers will come together on its stages to examine the progress of technological solutions and the role they currently play in the business ecosystem, geopolitics and the global economy. Notable attendees include **Yongdong Wang**, Corporate Vice President at Microsoft; **Trevor Monroe**, Senior Program Manager at the World Bank; and **Ricardo Baeza-Yates**, an AI expert at Sweden's KTH Royal Institute of Technology, one of Europe's most prestigious technology institutions, among others, alongside Randi Zuckerberg.

## A multidimensional career merging tech and culture

Randi Zuckerberg is currently the founder and CEO of Zuckerberg Media, a company through which she promotes entrepreneurship via investment, mentoring and content production. Early in her career, she was one of Facebook's first employees, where she led the development of Facebook Live, a key tool in the evolution of social media platforms.

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With a degree in psychology from Harvard University, she has had a multifaceted career that bridges technology and culture. **She has produced Broadway shows**, winning three Tony Awards, and has been nominated for an Emmy, establishing herself as a leading figure across the digital and cultural worlds. In this vein, she has merged both fields by championing the opportunities for autonomy, ownership and financial success that technological tools offer creators. Consequently, **in 2022 she founded HUG**, a global platform that democratizes access to art, with a community of **over 35,000 artists in 170 countries**.

She is also an investor and advisor to various technology companies and serves on the board of directors for the consulting firm The Motley Fool and the Life360 app. In addition, she hosts the show “Randi Zuckerberg Means Business” on SiriusXM.

### **Innovation takes center stage in the tenth edition**

Randi Zuckerberg’s participation in DES 2026 will take place as part of an event that will convene **more than 15,000 international executives**, who will discover the latest technological advancements that are boosting the competitiveness of large corporations, SMEs and institutions. These innovations will be showcased by the **more than 400 companies** participating in the event, whose exhibition area has been redesigned under the “DES Universe” concept, featuring seven themed spaces dedicated to AI, cybersecurity, the cloud, digital solutions for retail, marketing and SMEs, as well as entrepreneurial talent.

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**[Sobre DES | Digital Enterprise Show \(9-11 junio 2026, FYCMA, Málaga\)](#)**: DES – Digital Enterprise Show es un evento de Nebext – Next Business Exhibitions en colaboración con el Ayuntamiento de Málaga y la Junta de Andalucía. En nueve ediciones, se ha convertido en el mayor evento profesional europeo sobre tecnologías exponenciales y uno de los referentes mundiales que ofrece a la alta dirección de las empresas las últimas soluciones y productos para acompañar a las grandes corporaciones, a pymes y a las administraciones públicas europeas hacia la transformación digital. Durante 3 días, combinamos tecnología e innovación con liderazgo digital, soluciones tecnológicas para mejorar la experiencia de cliente y del empleado, optimización de los procesos operacionales y la identificación de nuevos modelos de negocio, servicios y productos de todas las industrias.

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