



## DES 2026 will analyze the new role of the cloud in scaling AI within organizations

From June 9th to 11th in Malaga, the event will explore how the cloud can boost AI profitability for businesses, while also unveiling the latest data governance strategies

CDOs from Adecco Group, Bank of Spain, Acciona, Engie, and others will share practical case studies on the evolution of digital infrastructure and its adaptation to the current context

**Madrid, April 17, 2026.** – Artificial intelligence has evolved from an abstract concept to a key asset for business competitiveness. To make this impact real and scalable, the cloud has become an essential tool, enabling organizations to manage large data volumes securely and roll out advanced solutions without relying on complex infrastructures.

In this context, [DES – Digital Enterprise Show 2026](#), Europe's largest event dedicated to exponential technologies and AI, will take place from **June 9th to 11th in Malaga, Spain**. It will host the **Cloud to Sky Connect** gathering, where the latest cloud-related innovations will be unveiled in the exhibition area. Meanwhile, the conference program will address the evolution of this technology with exclusive sessions. These discussions will focus on how digital infrastructure is helping AI become a key factor in business ROI, a topic that will be explored by experts such as **Patrick Nahayo**, Program Data Analyst at Continental, and **Jonas Medina**, Head of AI and Data at G's Group.

In the same vein, **Alberto Marco**, CDO of Seguros RGA, **Cristian Ruiz**, CIO of Lexer, and **José Manuel Meroño**, CDO of Adecco Group, will share practical insights on how to make AI generate tangible benefits. The specialists will discuss what works and what doesn't, and how data and AI leaders can create roadmaps for the profitable implementation of the solution.

Moreover, the event will highlight one of the challenges companies face when integrating the tool: its scalability while ensuring operational viability. **José María González**, Head of Data at Securitize, and **Rafael Socorro**, Head of Data & Advanced Analytics at Acciona, will present proposals such as the combination of cloud, on-premise – servers those owned by the company – and edge – which process data as close as possible to its source – to make AI operate more quickly, efficiently, and tailored to each situation.

Additionally, Socorro will emphasize the role that decisions around the cloud play in a company's innovation capacity, operational models, and long-term competitiveness.

### Security, transparency, and cloud protection

In today's uncertain geopolitical context, data protection and sovereignty have become top priorities for companies, which are strengthening their strategies in this area. For this reason, DES 2026 will bring together **Jaime Pérez**, CDO of Cajasiete, and **Marcela Lizarazo**, Senior Manager Data & Analytics at BBVA Colombia, to explore the methods

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organizations are using to manage cloud data securely, flexibly, and in compliance with the law. They will delve into how to build a modern digital infrastructure where different clouds – public, private, and sovereign – can work together to better leverage data while ensuring its control and protection.

This protection has evolved to address regulatory changes, cloud consolidation, and the rise of cyberattacks. Leaders such as **Sergio Padilla**, CDO of Bank of Spain, and **Geanfranco Palomino**, Head of Data & Analytics at talent firm Wirbi, will discuss the design of governance models that are preserving trust without hindering innovation or cross-border collaboration.

To ensure safeguard, transparency, and secure environments with the integration of AI, the European Union has implemented the EU AI Act, the first comprehensive law aimed at ensuring the responsible development and use of this technology. To clarify the key points of this first AI regulatory framework, **Henrike Weiden**, Professor of Law at University of Applied Sciences Munich, will analyze how organizations have redesigned their strategies in information management to comply with the regulation.

### **Data as co-workers**

In the data era, the business ecosystem is driving the upskilling of teams to develop competencies in reading and interpreting information, with the goal of improving decision-making on a daily basis. To achieve this, organizations are investing in data literacy, going beyond traditional training to measure its impact, identify individuals who can drive change within the team, and align company objectives with learning initiatives.

**Marian de la Peña**, Chief Digital, Analytics and IT Officer at Engie; **Diego García**, Associate Professor of Data Science, AI & Data Management at the University of Cantabria; and **Cindy Belén Espinoza**, Head of Data Governance at the University of San Francisco de Quito, will delve into this topic, also explaining the relevance of EdTech in developing skills within teams.

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**[About DES | Digital Enterprise Show \(June 9-11, 2026, FYCMA, Malaga\)](#)**: DES – Digital Enterprise Show is an event organized by Nebext – Next Business Exhibitions in collaboration with Malaga City Council and the Regional Government of Andalusia. Over nine editions, it has become the largest European professional event on exponential technologies and one of the world's leading events, offering senior management the latest solutions and products to accompany large corporations, SMEs, and European public administrations towards digital transformation. Over three 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 from all industries.

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