



AI and workplace well-being: the new focus for HR in organizations

DES 2026, taking place June 9–11 in Malaga, will analyze how exponential technologies are improving workers' physical and mental health to boost business competitiveness

Executives from LinkedIn, Repsol, Air Europa, and Ferrovial, along with academics from the Complutense University of Madrid and IE University, among others, will examine the digital impact on teams and education

Madrid, April 22, 2026. – AI in the talent sector is becoming a strategic ally which is already influencing how professionals work, how decisions are made and how teams are managed. Its scope extends beyond improving the day-to-day operations of employees; it also impacts on recruitment and training, while raising ethical questions about its responsible use. In this regard, market reports reveal that 28% of Human Resources departments already use AI to predict absenteeism risks and take preventive measures.

In this context, [DES – Digital Enterprise Show 2026](#), Europe's largest event dedicated to exponential technologies and AI, taking place **June 9–11 in Malaga**, Spain, will feature specialized sessions addressing the impact of digital innovation on talent development and the evolution of training. One of the leading voices at the gathering will be **Ángel Sáenz de Cenzano**, LinkedIn's Director for Spain and Portugal, who will explore the opportunities arising from the use of AI in human resources management, while also highlighting its challenges.

Against this backdrop, the summit will also focus on how staff are managed from the perspective of their well-being, a key factor in boosting their productivity and strengthening companies' competitiveness. On this front, DES 2026 will showcase Repsol's success story, as the company has launched SaludIA, an artificial intelligence system that enables the creation of more personalized health strategies for each employee, optimizing their experience and organizational performance. **Enrique Fernández**, the company's Director of Talent and Culture, and **Cristina Ordóñez**, Deputy Director of Health and Wellness, will be responsible for explaining the initiative and detailing how it anticipates risks within the workforce.

Along these lines, speakers will include **Andrés Ortega**, CPO at Hotelatelier; **Lucía Gutiérrez**, HR Strategy, Innovation, and Engagement Manager at Ferrovial; and **Mar Romero**, People & ESG Director Europe at Alsea. They will all emphasize the role of mental and physical health in boosting employee effectiveness and how AI, among other technologies, can help professionals carry out their tasks and, consequently, improve their quality of work life.

Without dialogue, there can be no technological integration

The true integration of technology into the business ecosystem depends not only on the tools themselves, but also on the ability to align digital strategy with people and culture.

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To this end, at the pharmaceutical company Ferrer, its Chief Digital, Data & Artificial Intelligence Officer, **Sergio Cortés**, and its Chief People, Culture & Comms Officer, **Beatriz Vila**, will discuss the importance of fostering conversations around digitalization and AI that help drive professional reinvention, build trust and motivate adoption. They will be joined by **Marcelo Pereira**, CEO at the paper manufacturer Alier, who will analyze the paradigm shift occurring in organizations due to AI's emergence and how executives are guiding this transformation.

Meanwhile, **Larissa Murmann**, a global leader in HR with extensive experience at companies such as Unilever and currently at Werfen, will present "The Digital Leadership Code", a set of key principles for aligning technology, workforce and strategy. Similarly, executives from Afi Global Education and CESIF – Higher Studies Centre of the Pharmaceutical Industry, among others, will explore the possibilities and challenges of connecting digital tools and people in an environment driven by innovation.

For her part, **Azahara Corrales**, an AI consultant, will talk about the issue of handling data that may be biased due to a lack of diversity. She will address the democratization of AI to ensure that its use by teams does not lead to unfair or inaccurate decisions.

From traditional classrooms to digital learning ecosystems

The implementation of exponential technologies in the workplace has made reskilling and upskilling strategic concepts for facilitating adaptation to change. In this regard, these technologies are also playing a crucial role by introducing a new way of learning that is more personalized, flexible, optimized and efficient. **Pilar Llacer**, Member of the Advisory Committee for Organizational Development and Talent Management at Air Europa; **Pablo Estrada**, Director of Marketing, Communication and Promotion at Colegios RC; and **José Penalva**, professor of financial economics at Carlos III University, will delve into the possibilities of digital solutions, such as AI-based platforms and virtual classrooms, to create more resilient educational environments that are prepared for the future.

They will be joined by experts from **Rey Juan Carlos University**, **IE University**, the **Complutense University of Madrid**, the **University of Malaga**, and the world's largest business angel network, **Keiretsu Forum**, among others, who will study the dynamic learning ecosystem that technologies are fostering.

As part of its commitment to raising awareness of initiatives that promote a more responsible approach to digital development, DES 2026 will highlight the progress of GIGA, a project led by UNICEF and the International Telecommunication Union. This project aims to connect all schools worldwide to the internet, and **Ivan Monforte**, Programme Coordinator at United Nations Agency for Digital and Telecommunications for GIGA, will discuss it at the event.

[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

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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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