



DES 2026 will explore AI-driven marketing, with a focus on ROI and hyper-personalization

From June 9 to 11 in Malaga, the event will feature a forum dedicated to the future of marketing, analyzing the rise of AI agents and their impact on productivity

Industry leaders from brands such as Renault, Philip Morris, TAG Heuer, Scotta1985, Beko Europe and DHL, among many others, will share their insights

Madrid, May 15, 2026. – AI has become an essential tool for marketing departments. According to market reports, 85% of companies in Europe acknowledge using this solution for communication purposes, highlighting its widespread adoption and democratization. In this context, [DES – Digital Enterprise Show 2026](#), Europe's leading event dedicated to exponential technologies and AI, will host the **Digital Marketing Planet** in **Malaga**, Spain, from **June 9 to 11**. The event is the industry's benchmark gathering, where the potential of digital solutions in persuasion will be explored to enhance strategies and increase the impact of campaigns.

Among these technologies, artificial intelligence will dominate much of the forum's agenda. Specifically, the sessions will examine how this technology has become a powerful ally for marketing teams, serving as a tool to boost productivity, creativity and resource optimization. Programs such as **Claude**, **Canva**, **Jasper AI** and **Semrush**, among others, are revolutionizing workflows by automating specific tasks, improving data analysis and facilitating the creation of more personalized content at scale.

Fátima Doñoro, Director of Marketing and Communications for Iberia at **TAG Heuer**, and **Ana Reyes**, AI and Robotics Advisor to the European Parliament, will come together at DES 2026 to discuss the paradigm shift brought about by the introduction of these new tools and platforms in marketing. In addition, industry leaders from **Gebro Pharma Laboratories** and **Planeta Formación y Universidades** will highlight the potential of AI to strengthen team capabilities and their initiatives.

Speaking on the same topic will be **Beatriz Navarro**, CMO at **Renault**, **Arantxa Gulias**, head of External and Digital Communications at **Philip Morris Spain**; and **Cristian Flórez**, CEO at **BeMate**, among many others, who will discuss the technologies that are helping companies better understand their target audience, segment their campaigns and increase their effectiveness.

Jorge Fernández, Director of the Customer Experience department at **Mayoral**; **Juan Carlos Peña**, Chief Digital & Commercial Officer at **Cash Converters Spain**; and **Mar Melero**, founder and CEO of **Virtual Atelier AI**, a studio specializing in generative AI for the fashion industry, will share success stories about the use of artificial intelligence in retail and e-commerce.

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ROI, the holy grail of marketing

In the context of AI, one of the key themes that DES 2026 will focus on is how to use AI to maximize return on investment. Against this backdrop, Digital Marketing Planet will showcase notable projects that demonstrate the strategic application of AI in campaigns to boost ROI. **Borja Carvajal**, Marketing Director at **Scotta1985**; **Fabiola Zelaya**, E-commerce Director at **Suntory Global Spirits**; and **Beatriz Calzada**, who has a solid track record at firms such as **Nationale Nederlanden** and **DKV**, will focus on using data to create informed actions and objectives aimed at increasing revenue and brand value.

Meanwhile, **Gastón Iglesias**, a sports marketing consultant, and **Vanessa Delclós**, a specialist in corporate strategy and communication, will analyze the transformation of campaign measurement at a time when cookies and other traditional tracking systems are becoming less effective.

Chatbots and AI systems are revolutionizing the customer experience

Advances in AI are changing the way brands engage with their target audience, enabling more precise and targeted interactions. This is evidenced by market research, which shows that technology will improve customer experience by 83% over the next five years. For this reason, DES 2026 will bring together **Gerardo Casas**, AI advisor at **Estrella de Galicia** and **Juguettos**, and **Federico López**, head of AI at **Voice MOD**, who will explore AI systems for interpreting useful information, anticipating needs and establishing relationships better tailored to different profiles.

In this edition, DES will take it a step further and, together with representatives from **EndeavorXR** and **Immersiary Enterprises**, will address the concept of spatial AI. In the case of marketing, the initiative, which combines artificial intelligence with sensors and spatial computing, elevates the customer experience by driving conversion. The event will also examine innovations in chatbots and voice interfaces, which are enabling faster, more personalized and more consistent conversations.

Similarly, executives from **Beko Europe**, **DHL** and **Thalamus Global**, a company that has developed a SaaS solution for the industry, will delve into the integration of platforms, data and customer touchpoints to create more seamless customer journeys. In this regard, DES 2026 will welcome **Rodrigo Meruelo**, CTO at the RCD Espanyol soccer team, who will explain the Perico ID initiative, a unified identity that allows fans to access all the club's digital platforms (app, website, OTT, e-commerce, and ticket sales) with a single login.

[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

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operational processes and the identification of new business models, services and products from all industries.

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