



DES 2026 will explore the CIO's new strategic perspective in the age of AI and cybersecurity

From June 9 to 11 in Malaga, the event will host an exclusive forum for IT leaders to discuss their role in driving profitable growth for organizations, as well as the challenges and threats they face

CIOs from Nationale-Nederlanden, Moeve, Meliá, OUIGO, AR Hotels & Resorts, the Barcelona City Council and Lexer, along with executives from T-Systems and Maisa, among other technology companies, will share their success stories

Madrid, May 29, 2026. – The role of the CIO is undergoing a transformation because of the revolution brought about by technologies such as AI, the cloud, and cybersecurity solutions within organizations. The CIO's responsibilities have shifted from technical tasks to a more strategic and decisive role aligned with business objectives. This paradigm shift and the need to adapt to new scenarios will be the focus of the CIO Summit, the forum organized by CIONET as part of [DES – Digital Enterprise Show 2026](#), Europe's largest event on AI and exponential technologies, taking place **June 9–11 in Malaga, Spain**. The event will bring together IT leaders from major companies to analyze the advancements offered by the latest digital tools, such as generative AI and quantum computing, across various sectors and to examine the challenges professionals face moving forward.

This is the case for **David Vaquero**, Chief Technology Officer at **Nationale-Nederlanden**, who will explore the evolution of this role, which has moved beyond that of a mere digital administrator to become a driving force for business innovation across all departments. Similarly, the event will feature **CIOs from the Barcelona City Council**, the legal services firm **Lexer** and **Top Doctors**, among others, who will explain the role they play in the public and private sectors to improve the user experience, reduce costs and increase efficiency.

Indeed, this results-oriented technological application will be another key focus of the CIO Summit and the DES 2026 conference as a whole. As a result, executives such as **Fernando San Germán**, CIO at the metallurgical company **Atlantic Copper**; **Javier Dúctor**, Business Technology Partner at the biopharmaceutical company **MSD**; and **Daniel Pi**, Data & AI Delivery Associate Director at **Almirall**, will share case studies in which AI and data have generated a measurable impact on their companies by providing insights to strengthen competitiveness.

This same topic will be discussed by **Raúl Prieto**, Mapfre's IT Director; **Susana Zumel**, Head of Technology and Digital Solutions at **Moeve**; and **Antonio Peña**, Director of Digital Transformation at **Agolives**, along with executives from the technology companies **Maisa** and **UiPath**. They will all explore the potential of robotics and AI in process automation to achieve faster and smarter operations, which, in turn, impact companies' profitability.

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Meanwhile, **Judith Gil**, Director of Digital Transformation and Projects at **Mutua**; **Víctor Sánchez**, Director of IT Strategy at **BBVA**; **Iván Durango**, Data and AI Architect at **ING**; and **Óscar Bañó**, Business & Technology Strategist at **T-Systems**, will explore the opportunities AI offers in consumer interactions. The experts will explore how intelligent systems anticipate needs, personalize relationships and improve satisfaction on a large scale, fostering loyalty.

This loyalty is also sought after in the tourism industry, where efforts are similarly focused on leveraging technological innovation to enhance the guest experience. In this regard, **Lucía Martínez**, CIO at **AR Hotels & Resorts**, and **Juan Valdés**, director of software development at **Ryanair Labs**, will reveal how they use data and AI to strengthen relationships with guests and customers, while also discussing their role in creating more connected and sustainable destinations.

Technology management, security and sustainability

The DES 2026 forum for IT leaders will not only showcase and discuss emerging digital initiatives that are impacting business models, operations and teams, but will also explore how to proceed with those that have been in use for years. The **CIOs of Grupo Arbulu and EMASA, Marcos Montes de Oca and Pedro Galdón**, will be responsible for addressing strategies to organize the incorporation of new solutions into organizations and evaluate the continuity of those already implemented without putting the business at risk.

Also addressing the topic of risks will be Luis **Miguel Martín**, CIO at **Sercotel Hotels**; **David Liras**, CIO at **Moeve**; **Juan Manuel García**, Director of Digital Transformation at **Cerealto**; and **Luisa Calvo**, Coordinator of Digital Transformation and AI at **INECO**, who will discuss the double-edged nature of technologies, considering the inherent threats that arise from their implementation. Among these threats, the growing vulnerability in data protection and the importance of proper management to ensure regulatory compliance are of relevance. For this reason, **Marcos Pomar**, Director of IT and Data Governance at **Meliá Hotels International**; **Andrew Stevens**, founder of the technology company **XOVOX**; and **Manuel Escobar**, Deputy Director of Digital Services and Data Analytics at the **Andalusian Digital Agency**, will explore frameworks that ensure information security while generating value for organizations.

At the same time, **Guillaume Dahan**, CIO at **OUIGO** Spain, will address the challenge of sustainability in companies' technological transformation. To that end, he will share best practices aimed at the responsible use of solutions, ensuring energy efficiency without compromising performance.

[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

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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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