Maribel de la Vega, CIO of Liberty Insurance in Spain, Iberdrola, BlaBlaCar, Ferrovial and the Divisadero Barometer recognised in the Second Edition of the European Digital Mindset Awards presented by DES2017

The European Digital Mindset Awards rewarded the most outstanding projects and professionals in terms of digital transformation

Madrid, 25 May 2017 - **DES2017**, **Digital Business World Congress**, the world's largest international forum on digital transformation, which takes place in Madrid, presented the second edition of the European Digital Mindset Awards yesterday at a gala dinner in Florida Retiro, in the Spanish capital's Retiro Park.

The European Digital Mindset Awards recognise the most innovative proposals that offer a disruptive slant to Customer Experience and Management of ICTs, or that represent new digital business models. Values like **innovation, leadership, disruption and strategy** were valued by the International Jury formed of Jason Hiner from TechRepublic, Malin Svenson from Business Sweden, María Barceló from ESADE Business School, Michel Da Costa from Forrester, Lluís Altés, Strategy Director of DES – Digital Business World Congress, Kosha Gada from NBC Universal and Joe Haslam, Associate Professor IE University & IE Business School.

5 categories for the most disruptive projects and professionals

The European Digital Mindset Awards reward the most outstanding professionals and companies from all over the world in the following categories. The awards given in this edition were the following:

Maribel de la Vega from **Liberty Insurance** received the **Prize for the Best Executive Leader of 2017**, which recognises the director who is best leading digital transformation in their company. De la Vega stands out for having implemented a B2B-B2C organisation model based on the Moment of Truth approach, the integration of Omni Access in the B2B-B2C model and the use of big data for customer analysis to increase their level of satisfaction.

Iberdrola was awarded the **Prize for the Best Company in Digital Transformation** as the enterprise that has best executed the change from a traditional to a digital business model thanks to its investment in digitalization to create value in the management of the lifecycle of assets, optimization and integration into the network, along with integrated client services like Smart home, Home Hub, Smart Solar and Green Mobility. Alongside, Everis stood out as a finalist for its project to digitalize the Vatican library and the Atresmedia Group for the creation of a digital strategy that allows it to get closer to viewers

and offer a better customer experience through new websites, social media profiles and content platforms.

Divisadero Intelligence was another award-winner, taking the **Prize for the Best Journalistic Work in Digital Transformation** for the barometer that it created to identify and map the digital maturity of the market and companies in Spain. The finalists in this category were Rubén González Crespo, from the Universidad Internacional de La Rioja for his article on the Internet of Things (IoT) in which he covered the use of this technology in manufacturing, its fundamental principles, elements and available technologies; and Alberto Iglesias, journalist at TICbeat and El Mundo Innovadores, for his article **"Open letter to the Government"** in which gave voice to the leading technological companies in the defence of digital transformation, innovation and education in Spain.

Ferrovial won the **Best Digital Campaign Award** for **#Urbanpeek,** developed on Instagram, allowing the company to work with influencers and position itself as a leader in innovation within its sector. The finalists in this category were McCann for the campaign carried out for Jägermeister and DAMM for the transmedia campaign carried out in 2016 for the short film "The Little Things."

The **Prize for the Most Disruptive Start-up** went to **BlaBlaCar** for its major impact in the sector, thanks to the carpooling business model and its very positive forecast for the coming years. SwissCognitive was a finalist in this category for its Global AI Think Tank, which promotes cognitive technology across the world and Transformity, for its marketplace, which has registered job seekers in 143 countries and business customers in three continents.

Contact: press@des-madrid.com