DIGITAL BUSINESS WORLD CONGRESS 2025

DIGITAL ENTERPRISE SHOW

GLOBAL PARTNER: IBM, Lenovo, orange Empresas, Clear Channel, Santander, T-Systems

EVENT PARTNERS: Google, ORACLE, eurecat, TotalTech, fhios, Westcon, Ciudad Autónoma Melilla

INDUSTRY DIGITAL LEADERS: Entrecanales CitySightseeing, IBERIA, MINOR HOTELS

GLOBAL RESEARCH PARTNER: Futurum

INSTITUTIONAL SUPPORTERS: Ciudad de Málaga, Promálaga, Diputación Provincial de Málaga, Cofinanciado por la Unión Europea, Gobierno de España, Fondos Europeos, Junta de Andalucía, Agencia Española de Investigación, ICEX, CEOE, CEPYME

HALL 1

TUESDAY 10th JUNE

MAIN AUDITORIUM ADA

CEO & LEADERSHIP SUMMIT
ROMNA ZAGE - MASTER OF CEREMONIES

- 09:45 - 10:00 **WELCOME TO DES2025!** — ROMNA ZAGE - MASTER OF CEREMONIES; ALLEN SANCHEZ - CONVERGE CONSULTING CEO & DES DIGITAL ENTERPRISE SHOW
- 10:00 - 10:22 **BEYOND THE HYPE: E+AGI, QUANTUM, BCIS – GROUNDED REALITIES & RISKS VS. FUTURISTIC LONG TAIL PROJECTIONS** — ERIC HORVITZ - CEO AND FOUNDER
- 10:24 - 10:44 **EMPOWERING INNOVATION WITH RESPONSIBLE AI** — RICHARD BENJAMINS - CEO / PRESIDENT GLOBAL / BY DIGITAL
- 10:46 - 11:06 **MASORANGE: INVESTMENT AND INNOVATION FOR BUSINESS TRANSFORMATION** — PEDRO MARTINEZ - GLOBAL DIRECTOR OF INNOVATION; NEKRAD SPRINGER - CEO MASORANGE
- 11:08 - 11:28 **LARGE QUANTITATIVE MODELS (LQMS): AI BEYOND LLMS** — FERNANDO HERNANDEZ - VP & PRESIDENT IBERICA
- 11:28 - 11:46 **EVERYDAY CYBER: BUILDING A CULTURE OF DIGITAL SAFETY** — PAUL PETE - GLOBAL CHIEF INFORMATION SECURITY OFFICER SANTANDER
- 12:00 - 12:20 **NAVIGATING DISRUPTION: THE STRATEGIC PARTNERSHIP BETWEEN THE CEO & CIO** — YACHO YILDOCH - CHAIRMAN OF THE BOARD OF ADVISORS THE GLOBAL CHAMBER; ANGEL SEGARRA - CEO UNIQUE; SOLIS CARVALLO - CHIEF PEOPLE & CULTURE UNIQUE
- 12:20 - 12:40 **SHAPING THE FUTURE OF WORK: SECURITAS, REPSOL, FERROVIAL, MANGO AND GBFOODS** — JUAN DIAZ-ANADON - CLIENT PARTNER ALEXANDER HUGHES IBERIA; JULLE LORBADA - HEAD OF NEW WAYS OF WORKING REPSOL; MARIA CALDERON - HEAD OF HUMAN RESOURCES FERROVIAL; MARIA GALIPIENZO - GLOBAL COLLABORATION & PEOPLE ANALYTICS DIRECTOR MANGO; DIANA ARIAS - HR DIRECTOR GBFOODS ESPAÑA; ALVARO VAZQUEZ - DIRECTOR DE GESTIÓN DE PERSONAS IBERIA Y LATAM SECURITAS DIRECT
- 12:42 - 13:01 **TRANSFORMACIÓN DIGITAL EN EL ÁMBITO DE RECURSOS HUMANOS** — ALEJANDRO GOMEZ - HEAD OF HOMES, LOANS, NEW SERVICES & PARTNERSHIPS SANTANDER; ALFONSO MARTINEZ - PARTNERS & LABOR CLIENTS SALES DIRECTOR ELUNE & CORRE SPAIN; MARCEL QUIRALT - VP STRATEGIC PARTNERSHIPS AND CORPORATE DEVELOPMENT FACTORIAL; SOLIA PEREZ - VP PRODUCT MANAGEMENT PAYMENTS CELQUIZ
- 13:03 - 13:21 **L'ORÉAL: A VISION OF THE PAST, PRESENT, AND FUTURE OF LEADERSHIP** — ALEJANDRO ALFONSO - FOUNDER: OFFICIAL PARTNER CIALDINI INSTITUTE ELITE; JAVIER SAN JUAN - FORMER PRESIDENT L'ORÉAL LATAM REGION
- 14:00 - 15:30 LUNCH TIME

ROMNA ZAGE - MASTER OF CEREMONIES

- 15:31 - 15:51 **LEADING DIGITAL TRANSFORMATION IN AN EXPONENTIAL TECH ERA** — MIGUEL ESCRIBE - ASSOCIATE DEAN OF THE ESADE MBA AND COFOUNDER PHOS SMART KNOWLEDGE; CAVIER REBÉS - DIGITAL & INNOVATION DIRECTOR TOUS JEWELRY; DAVID NICHOLSON - SENIOR VICE PRESIDENT / GLOBAL TECHNOLOGY ADVISOR THE FUTURUM GROUP; JORDI MAZ - CEO CLEAR CHANNEL SPAIN
- 15:53 - 16:13 **EL IMPACTO DE LA IA EN LAS ENTIDADES FINANCIERAS** — FERNANDO SUAREZ - DIRECTOR DE SOFTWARE IBM; ALEJANDRO GUERRERO - IA DIRECTOR CLAVADA; ANA MARTIN - CEO IBM SPAIN
- 16:26 - 16:44 **TENDENCIAS GLOBALES EN IA Y COMPETITIVIDAD** — MIGUEL ESCASO - HEAD OF GOVERNMENT AFFAIRS AND PUBLIC POLICY GOOGLE SPAIN AND PORTUGAL
- 16:46 - 17:05 **OPENING CEREMONY** — ROSARIO PARRA - EVENT DIRECTOR DES / DIGITAL ENTERPRISE SHOW; OSCAR LÓPEZ - MINISTER FOR DIGITAL TRANSFORMATION AND PUBLIC ADMINISTRATION; ANTONIO CAMACHO - MAYOR OF MÁLAGA; ANTONIO SANZ - REGIONAL MINISTER FOR THE PRESIDENCY, INTERIOR, SOCIAL DIALOGUE AND ADMINISTRATIVE SIMPLIFICATION JUNTA DE ANDALUCIA; FRANCISCO SALADO - PRESIDENT JUNTA DE ANDALUCIA; FRANCISCO DE LA TORRE - MAYOR AYUNTAMIENTO DE MÁLAGA
- 17:05 - 17:25 **TECH FUTURE: INNOVATION AND CRITICAL THINKING** — SIMRE WITTMAN - BODY (2021-2024) HARVARD'S BELFER CENTER CO-CHAIR UN AI ADVISORY BODY (2023-2024) HARVARD'S BELFER CENTER; JESUS MANTAS - BOARD OF DIRECTORS AT BIOGEN GLOBAL MANAGING PARTNER AT IBM; ALBERTO RUANO - LENOVO ESPAÑA
- 17:31 - 17:51 **LA TRANSFORMACIÓN DIGITAL EN LAS ADMINISTRACIONES PÚBLICAS: IMPULSO CLAVE PARA EL FUTURO** — INGO POLL - DIRECTOR OS APPMETRAZONES PUBLICAS Y SERVICIOS DIGITALES EN MASORANGE; PHIL RUBIO - CIO BARCELONA CITY COUNCIL AJUNTAMENT DE BARCELONA
- 17:40 - 18:14 **THE IMEC STORY: 40 YEARS OF SEMICONDUCTOR INNOVATION & FUTURE PLANS IN SPAIN** — PIETER PEUMANS - VICE PRESIDENT IMEC
- 18:15 - 18:34 **AI: THE KEY TO BUSINESS COMPETITIVENESS** — ANTONIO GARRIGUES - SENIOR PARTNER & CHAIRMAN GARRIGUES AT REPSOL; PHILIPPE DE PLANTE - CHIEF INFORMATION OFFICER GELTAHOP; RAFAEL BLESA - CHIEF INFORMATION OFFICER NATURGY; CHARLY VACA - CIO ACERINOX

AUDITORIUM T-SYSTEMS

BANKING & INSURANCE FORUM
HOST: NICOLAS MONZON - VICE PRESIDENT INTERNATIONAL OPERATIONS THE GLOBAL CHAMBER

- 10:00 - 10:20 **MONEX: INTELIGENCIA EMOCIONAL COMBINADA CON INTELIGENCIA ARTIFICIAL** — RAQUEL MORENO - CEO & CTO FERTIBERIA; ALLEN SANCHEZ - CHAIRMAN OF THE BOARD OF ADVISORS THE GLOBAL CHAMBER; SANTIAGO CALLAGHAN - CEO MONEX EUROPE
- 10:20 - 10:40 **AI & DATA IN ACTION: SCIB SANTANDER'S JOURNEY FROM POCS TO IMPACT** — MARIA GARCIA - DIRECTOR, HEAD OF CHIEF DATA, DIGITALIZATION & AI BANCO SANTANDER
- 10:40 - 11:11 **INSURTECH: THE FUTURE OF INSURANCE AND RISK MANAGEMENT** — BERTRAND PEYRONNET - PERFORMANCE & DIGITAL MARKETING, HEAD OF PERFORMANCE MARKETING JÍRGO ORTIZ - AVP & HEAD OF TRANSFORMATION, STRATEGY & DELIVERY BY IBERIA METLIFE; JORGE BLASCO - PARTNER LUNO LABS
- 11:11 - 11:35 **TOP TECH SUCCESS STORIES IN BANKING AND INSURANCE** — PABLO CAMPOS - MANAGING PARTNER CHIEF; ALEJANDRO GARCIA - DIRECTOR OF ADVANCED ANALYTICS SANTALUCÍA SEGUROS; ADRIAN ARRIBAS - PRESIDENT IVATA; MÓNICA CAMPANET - HEAD OF OPERATIONS & IT BUUM; FERNANDO DE SANTOS - COORDINADOR COE IA IBERCAJA

MANUFACTURING & INDUSTRY 5.0 FORUM
HOST: MARIUS PALLASER - DEPUTY DIRECTOR OF THE - IT LAB VALLESOL

- 12:00 - 12:20 **PLASTRONICS: AI-DRIVEN DEVICES BY INTELLIGENT PLASTIC PARTS** — DANIEL CLARES - CEO PLASTRONICS ATE; IKER ALDAMIZ - LEYE DE DIRECTIVA ANDALUZ TECNOLÓGICA DE FABRICACIÓN FUNCIONAL EURECAT
- 12:20 - 12:40 **INDUSTRIAL PROPERTY AND INDUSTRY 5.0: THE PROTECTION OF APPLIED ART** — ANTONIO CAMPOS - PARTNER & PROFESSIONAL ROCA PIONEER
- 12:42 - 13:01 **LA IA: HERRAMIENTA CLAVE Y TRANVERSAL PARA LA INDUSTRIA** — ALEJANDRO ALONSO - GENERATION CYCLE LEAD ELEVIT; ELENA GARCIA - DIRECTOR DATA SCIENCE ITP AERO; EMILIO MARTIN - PRINCIPAL DATA SCIENTIST REPSOL; RAFAEL GUZMAN - DATA SCIENCE & AI LEAD AIRBUS
- 13:03 - 13:21 **MIND THE AI GAP: FROM HYPE TO BUSINESS REALITY WITH AIRBUS** — OSCAR GARCIA - HD MANUFACTURING TECHNOLOGIES CHIEF & R&D AIRBUS
- 13:21 - 13:41 **SUCCESS STORIES IN MANUFACTURING AND INDUSTRY 5.0** — MARIA ROSA GALVEZ - DIRECTOR OF DIGITAL TRANSFORMATION & OPERATIONAL TECHNOLOGY CODA GOLA; BELEN BRUNET - DIRECTOR OF DIGITAL AND OPERATIONAL TECHNOLOGY CODA GOLA; EUROPEANTIC PARTNERS; EMANUEL PURELLO - HEAD OF STRATEGY PROJECTS & SUSTAINABILITY IN PRODUCTION AREA SEAT; CORINA GIL - ASTOLON
- 16:00 - 15:30 LUNCH TIME

TOURISM & HOSPITALITY FORUM
HOST: JORGE SERRANO - SECRETARY GENERAL CONFEDERACIÓN ESPAÑOLA DE ASOCIACIONES DE TURISMO (CEAT)

- 15:30 - 16:10 **OPERACIONES INNOVADORAS POR LA TECNOLOGÍA: HERRAMIENTAS INNOVADORAS QUE TRANSFORMAN LA INDUSTRIA TURÍSTICA GLOBAL** — ALEJANDRO GARCIA - CEO & FOUNDER ALTAMIRA GROUP; ALFONSO MEDELA - DISTRIBUIDOR OFICIAL ARTIFICIAL INTELLIGENCE OFFICER LEGITHEALTH; LUCIA CALVO - CEO QUALA ASSOCIATION FOR DATA AND CLOUD LABEL
- 16:10 - 16:30 **SMART DESTINATION, PERFECT STAY: TECH-DRIVEN INSIGHTS FOR THE FUTURE OF TOURISM** — ENRIQUE RUIZ - CEO TOPTOUR; TONIO BENAGHOB - CEO IBERGOLF
- 16:30 - 17:00 **HOSPITALIDAD REINVENTADA: TENDENCIAS DIGITALES QUE REDEFINEN LA EXPERIENCIA DEL HUÉSPED** — JORGE SERRANO - SECRETARY GENERAL CONFEDERACIÓN ESPAÑOLA DE ASOCIACIONES DE TURISMO (CEAT); FRANCISCO VARGAS - CEO LIBERTAS; JOSÉ MARTÍNEZ - CEO AR HOTELS AND RESORTS; DIEGO RODRÍGUEZ - CEO GRUPO ROMANTICA; DIEGO RODRÍGUEZ - BUSINESS LEADER AUTOMATION AND AI IBM

ENTERTAINMENT & SPORT FORUM

- 17:00 - 17:20 **ENTERTAINMENT & SPORTS REVOLUTION: LIGHTS AND SHADOWS WHERE TECH MEETS THE STAGE** — MARIANO VARONA - GENERAL DIRECTOR OF ENTERTAINMENT & SPORTS LATAM AT NEAL BETH; GENERAL DIRECTOR AT NEAL BETH BALCOMPE
- 17:20 - 17:40 **MARRYING AN AI: EXPLORING THE FUTURE OF HUMAN-MACHINE RELATIONSHIPS** — ALVARO PARRILLA - ARTIST AND INNOVATOR AI ARTIST
- 17:40 - 18:15 **ENTERTAINMENT & SPORTS CONTENTS: HOW THE TECH CONTEXT IMPACTS CREATION** — JUANMA ORTEGA - TOP RADIO VOICE 2 ONDAS AWARDS WINNER AND CEO OF ADIKOPIM; PAULA MALDONADO - DIRECTOR OF TWITCH GLOBAL SPANISH PARTNERSHIPS – SPAIN & SPANISH SPEAKING AMERICAS TWITCH; EMILIO GARCIA - FORMER ASSOCIATE VICE PRESIDENT - HEAD OF MARKETING - LATAM AT NBA GENERAL BUSINESS DIRECTOR AT NEAL BETH BALCOMPE
- 18:15 - 18:30 **AI INNOVATION IN MUSIC AND REGULATORY CHALLENGES** — ANDY RAMOS - PARTNER PEREZ-LLORCA; MANUEL RUIZ DEL CORRAL - DEPUTY DIRECTOR GENERAL - DIGITAL DELEGATE OF THE AREA OF ECONOMY, INNOVATION AND FINANCE MADRID CITY COUNCIL

DIGITAL MARKETING PLANET by CLEAR CHANNEL

GENERATIVE AI & VR/AR/XR & MARKETH SERIES
HOST: ANTONIO LÓPEZ-ESPARZA - OPERATING PARTNER INDEPENDENT ADVISOR

- 10:00 - 10:40 **EL RETO DE LA AUTENTICIDAD EN LA ERA DIGITAL** — JAVIER DELGADO - CO-FOUNDER WORKYA; ALEJANDRO GARCIA - DIRECTOR DE CONSTRUCTOR ISDIN; DEE ANTON - INDUSTRY 4.0 DIRECTOR - FOAPE EDGE
- 10:40 - 11:00 **IMPULSANDO EL CRECIMIENTO EUROPEO: INNOVACIÓN, SOSTENIBILIDAD Y DIGITALIZACIÓN CON EL APOYO DEL FONDO EUROPEO DE INVERSIÓN Y SANTANDER GROWTH** — NATE CORDON - DIRECTOR SANTANDER GROWTH ESPAÑA BANCO SANTANDER; DIEGO LUCERO - HUMANITE SCHEMES EUROPEAN INVESTMENT FUND & EDUCATION; RAQUEL OLLÉS - OPERATIONS MANAGER BUSINESS JON DE VILLADO - DESARROLLO DE NEGOCIO LINXS / CONSULTORA DIGITAL; DANIEL VILA - CEO VIRTUALWARE
- 11:00 - 11:20 **INTELIGENCIA REALISTA: AI-POWERED AR/XR EXPERIENCES FOR THE NEXT DECADE** — ALVARO ANTAMANTAS - CO-FOUNDER & CCO DEUSENS; FREDERIC SANZ - CO-FOUNDER & CDO UNIVISUE; ALVARO ARRIBAS - PRESIDENT IVATA; ALEJANDRO GARCIA - SR PRODUCER, FOUNDER LITO & COMPANY; ADRIAN ARRIBAS - PRESIDENT IVATA; JOLANDA TRIMP - CONSULTANT STATE UNIVERSITY OF NEW YORK
- 11:20 - 11:50 **NAVIGATING AI-GENERATED CONTENT: A CMO'S LEGAL & COPYRIGHT PERSPECTIVE** — VÍCTOR ANGEL CARAMAZANA - CEO CARAMAZANA; CATALINA AGUADO - HUMAN TEAM DIRECTOR SYNERGISH; ALBERTO MARTIN - TECHNOLOGY & INNOVATION DIRECTOR PRILUX LIGHTING; ELISA GARCIA - CEO & FOUNDER ARTIFICIAL INTELLIGENCE INTERNATIONAL
- 11:50 - 12:40 **VOICES OF THE FUTURE: VIRTUAL ASSISTANTS AND SYNTHETIC SPEECH IN SMART SPEAKERS** — ANTONIO LÓPEZ-ESPARZA - OPERATING PARTNER INDEPENDENT ADVISOR; HERNANDO DOMINGUEZ - DIRECTOR OF THE PRODAT MALAGA DELEGATION PRODAT; ALVARO ARRIBAS - PRESIDENT IVATA; MARTA GARCIA - FOUNDER SMART LOCUCIONES
- 12:40 - 13:40 **GENERATIVE AI AND ITS BUSINESS APPLICATIONS: SUCCESS STORIES** — ANTONIO LÓPEZ-ESPARZA - OPERATING PARTNER INDEPENDENT PROFESSIONAL; MIGUEL ANTONIO - MANAGING DIRECTOR IDEALIA; ALFONSO JIMÉNEZ - PRESIDENT CASCAJARES; PEDRO PÉLAEZ - DEVELOPMENT AND SYSTEMS COORDINATOR BODEGAS EMILIO MORO; EMILIO IGLESIAS - HEAD OF AIRA, DEPARTMENT OF INSTITUTIONAL PROMOTION AND TERRITORIAL COORDINATION - TECHNOLOGY & INNOVATION DIRECTOR AIRBUS; ANA BELEN GARCIA - ECOMMERCE DIRECTOR PALLADIUM
- 13:40 - 14:00 **REVOLUCIONANDO LA SELECCIÓN DE TALENTO THE CAREER ACCELERATOR: GENERATIVE AI AND NEW PROCESSES OF CREATION** — ELENA MORENO - CO-FOUNDER & CEO WORKYA; JOAN COLLER - CO-FOUNDER & CREATE
- 14:00 - 14:05 **LENGUAJE DE LA IA: LABELING FOR COMPUTER VISION** — CONRADO COTINO - PRESIDENT AGÈNCIA ESPAÑOLA DE PROTECCIÓN DE DATOS (AEPD)
- 14:00 - 15:30 LUNCH TIME

AGENCIES & BRANDS SERIES
HOST: ANTONIO LÓPEZ-ESPARZA - OPERATING PARTNER INDEPENDENT ADVISOR

- 15:31 - 15:51 **SOMOS MISIÓN: STARTUPS QUE TRANSFORMAN SECTORES ESTRATÉGICOS** — ANTONIO LÓPEZ-ESPARZA - OPERATING PARTNER INDEPENDENT ADVISOR; DANIEL BURGOS - DIRECTOR MISIÓN GAMING MISIÓN ANDALUCÍA; MARIA NIEBLA - DIRECTOR MISIÓN LOGÍSTICA PORTUARIA MISIÓN ANDALUCÍA; EMILIO ROLDÁN - DIRECTOR MISIÓN SMART MOBILITY MISIÓN ANDALUCÍA
- 15:53 - 16:13 **CASOS QUE LO CAMBIAN TODO: PRIVACIÓN DISRUPTIVA EN LA EMPRESA ESPAÑOLA** — ANTONIO LÓPEZ-ESPARZA - OPERATING PARTNER INDEPENDENT ADVISOR; DIEGO MORENO - GENERAL MANAGER FUNDACIÓN PARA LA COMPETITIVIDAD FUCOMP
- 16:15 - 16:35 **CASE STUDY: AI REGULATION FOR EUROPEAN BRANDS** — ANTONIO LÓPEZ-ESPARZA - OPERATING PARTNER INDEPENDENT ADVISOR; ANA BELEN GARCIA - ECOMMERCE DIRECTOR PALLADIUM; THE POWER OF CREATIVITY: INNOVATIVE CAMPAIGNS THAT STAND OUT — JOSE MARIA PALOMARES - VP FORUM; PEDRO FERNÁNDEZ - MARKETING AND PRODUCT MANAGER CLEAR CHANNEL ESPAÑA; ALVARO ARRIBAS - PRESIDENT IVATA; OLIVER BLANCHARD - RESEARCH DIRECTOR THE FUTURUM GROUP
- 16:35 - 17:00 **HACIA UNA ANDALUCÍA 100% DIGITAL, INCLUSIVA Y COMPETITIVA** — ANTONIO SANZ - DIRECTOR DIGITAL DE ANDALUCÍA; CARMEN QUINTANILLA - DIRECTOR DE FORMACIÓN E INNOVACIÓN TECNOLÓGICA AGENCIA DIGITAL DE ANDALUCÍA; OLGA FERNÁNDEZ - BUSINESS CONSULTANT Y EXPERTA EN GESTIÓN DEL CAMBIO EN EL ÁREA DE LEARNING EXPERIENCE IBM
- 17:00 - 17:20 **DIAGEO: A MARKETING INNOVATION SUCCESS STORY** — JAVIER CARNICE - GLOBAL FUTURES PLANNING DIRECTOR DIAGEO
- 17:20 - 18:10 **SMART RETAIL: THE DIGITAL REVOLUTION IN COMMERCIAL SPACES** — ANTONIO GÓMEZ - INNOVATION DIRECTOR MADRID CONTENT SCHOOL; JESÚS HERNÁNDEZ - DIGITAL FUTURES PLANNING DIRECTOR DIAGEO; MAURA TEIXEIRA - MARKETING & INNOVATION DIRECTOR - IBERIA NHOOD

ESPAÑA EMPRESA DIGITAL FORUM & PYME DIGITAL SERIES

HOST: JAVIER DELGADO - CO-FOUNDER WORKYA

- 16:00 - 16:18 **EL RETO DE LA AUTENTICIDAD EN LA ERA DIGITAL** — JAVIER DELGADO - CO-FOUNDER WORKYA; ALEJANDRO GARCIA - DIRECTOR DE CONSTRUCTOR ISDIN; DEE ANTON - INDUSTRY 4.0 DIRECTOR - FOAPE EDGE
- 16:18 - 11:10 **IMPULSANDO EL CRECIMIENTO EUROPEO: INNOVACIÓN, SOSTENIBILIDAD Y DIGITALIZACIÓN CON EL APOYO DEL FONDO EUROPEO DE INVERSIÓN Y SANTANDER GROWTH** — NATE CORDON - DIRECTOR SANTANDER GROWTH ESPAÑA BANCO SANTANDER; DIEGO LUCERO - HUMANITE SCHEMES EUROPEAN INVESTMENT FUND & EDUCATION; RAQUEL OLLÉS - OPERATIONS MANAGER BUSINESS JON DE VILLADO - DESARROLLO DE NEGOCIO LINXS / CONSULTORA DIGITAL; DANIEL VILA - CEO VIRTUALWARE
- 11:10 - 11:35 **INTELIGENCIA REALISTA: AI-POWERED AR/XR EXPERIENCES FOR THE NEXT DECADE** — ALVARO ANTAMANTAS - CO-FOUNDER & CCO DEUSENS; FREDERIC SANZ - CO-FOUNDER & CDO UNIVISUE; ALVARO ARRIBAS - PRESIDENT IVATA; ALEJANDRO GARCIA - SR PRODUCER, FOUNDER LITO & COMPANY; ADRIAN ARRIBAS - PRESIDENT IVATA; JOLANDA TRIMP - CONSULTANT STATE UNIVERSITY OF NEW YORK
- 11:35 - 12:15 **EL TEJIDO EMPRESARIAL ESPAÑOL EN 2026: INNOVAR, CRECER Y CONQUISTAR NUEVOS MERCADOS** — ANTONIO LÓPEZ-ESPARZA - OPERATING PARTNER INDEPENDENT ADVISOR; VÍCTOR ANGEL CARAMAZANA - CEO CARAMAZANA; CATALINA AGUADO - HUMAN TEAM DIRECTOR SYNERGISH; ALBERTO MARTIN - TECHNOLOGY & INNOVATION DIRECTOR PRILUX LIGHTING; ELISA GARCIA - CEO & FOUNDER ARTIFICIAL INTELLIGENCE INTERNATIONAL
- 12:15 - 12:40 **STRATEGIC FORESIGHT: ESTRATEGIA CORPORATIVA DE INNOVACIÓN Y MARCA EN LA ERA TECH** — ANTONIO LÓPEZ-ESPARZA - OPERATING PARTNER INDEPENDENT ADVISOR; MARTA GARCIA - FOUNDER SMART LOCUCIONES
- 12:40 - 13:10 **LA REINVENCIÓN DE LA PYME: LÍDERES DISRUPTORES E INNOVACIÓN** — ANTONIO LÓPEZ-ESPARZA - OPERATING PARTNER INDEPENDENT PROFESSIONAL; MIGUEL ANTONIO - MANAGING DIRECTOR IDEALIA; ALFONSO JIMÉNEZ - PRESIDENT CASCAJARES; PEDRO PÉLAEZ - DEVELOPMENT AND SYSTEMS COORDINATOR BODEGAS EMILIO MORO; EMILIO IGLESIAS - HEAD OF AIRA, DEPARTMENT OF INSTITUTIONAL PROMOTION AND TERRITORIAL COORDINATION - TECHNOLOGY & INNOVATION DIRECTOR AIRBUS; ANA BELEN GARCIA - ECOMMERCE DIRECTOR PALLADIUM
- 13:10 - 13:30 **REVOLUCIONANDO LA SELECCIÓN DE TALENTO THE CAREER ACCELERATOR: GENERATIVE AI AND NEW PROCESSES OF CREATION** — ELENA MORENO - CO-FOUNDER & CEO WORKYA; JOAN COLLER - CO-FOUNDER & CREATE
- 13:30 - 14:00 **INNOVAR CON IA EN ESPAÑA: QUÉ DEBES SABER SOBRE REGULACIÓN, PROTECCIÓN DE DATOS Y ÉTICA** — ANTONIO LÓPEZ-ESPARZA - OPERATING PARTNER INDEPENDENT PROFESSIONAL; CONRADO COTINO - PRESIDENT AGÈNCIA ESPAÑOLA DE PROTECCIÓN DE DATOS (AEPD)
- 14:00 - 15:30 LUNCH TIME

LEMON LEARNING
HOST: JAVIER DELGADO - CO-FOUNDER WORKYA

- 15:30 - 15:45 **LEMON LEARNING - PLATAFORMA DE ADOPCIÓN DIGITAL / DIGITAL ADOPTION PLATFORM** — MARIA LUISA GARCIA - CEO & FOUNDER LEMON LEARNING
- 15:45 - 16:00 **WOMAN FORWARD - IGUALDAD INTELIGENTE: CLOUD PARA CONSTRUIR ENTORNOS LABORALES INCLUSIVOS Y COMPETITIVOS** — MIRIAM DELGADO - PRESIDENT WOMEN FORWARD
- 16:00 - 16:15 **MONEX - PRIVACIÓN INCLUSIVA DISRUPTIVA EN LA EMPRESA ESPAÑOLA** — DIEGO MORENO - GENERAL MANAGER FUCOMP; DIEGO MORENO
- 16:15 - 16:30 **TIMETAC - TIEMPO QUE VALE LA PENA: EL NUEVO INDICADOR CLAVE EN LA ERA DIGITAL** — DAVID GONZALEZ - CEO & FOUNDER TIMETAC; DAVID GONZALEZ - DIRECTOR DEVELOPMENT TIMETAC; NATALIA MARTIN - CEO & FOUNDER LEGALIA APPS; ANA GARCIA - CEO & FOUNDER TIMETAC OFFICE
- 16:30 - 16:45 **AUMENTAR LA PRODUCTIVIDAD Y LA AUTOMATIZACIÓN CON AGENTES DE IA** — RAQUEL ANGEL ROBLES - IA TEACHER CINFP ALAN TURING
- 16:45 - 17:00 **HPE ARUBA - CONTANDO TU PRESENTE, IMPULSANDO TU FUTURO** — JUAN LUIS MARTINEZ - SALES SPECIALIST HPE ARUBA NETWORKING; JONATHAN CHACON - ACCESSBOSS LEAD CLAPPY; EDUARDO JAUREGUI - VICE PRESIDENT AUSO - ASOCIACIÓN DE EMPRESAS DE GIFLUNDIA; PEDRO LOPEZ - DIRECTOR ASESORÍA JURÍDICA Y COMPLIANCE CLEAR CHANNEL ESPAÑA
- 17:00 - 17:15 **LA HUELLA DE LA INTELIGENCIA ARTIFICIAL: COSTES ENERGÉTICOS DE LOS MODELOS DE LENGUAJE** — RAUL SAN BENITO SEBER - NATIONAL AI STRATEGY AND DEVELOPMENT AT SEDIA INECO
- 17:15 - 17:30 **CYBER RESILIENCE ACT: AFRONTANDO EL CUMPLIMIENTO COMO UNA VENTAJA COMPETITIVA** — ANTONIO LÓPEZ-ESPARZA - OPERATING PARTNER INDEPENDENT PROFESSIONAL; CYBER RESILIENCE ACT COMPLIANCE PROGRAM ECLIPSE FOUNDATION
- 17:30 - 18:10 **TRANSFORMACIÓN DIGITAL EN ANDALUCÍA: INDUSTRIA, TECNOLOGÍA Y TALENTO** — RAÚL JIMÉNEZ - GERENTE AGENCIA DIGITAL DE ANDALUCÍA; SERGIO FERNÁNDEZ - HEAD OF DIGITAL - ENERGY RAISING NEWS; SERGIO BANDOLINI - PROFESSOR - INFOMATICA - CIFP ALAN TURING JUNTA DE ANDALUCÍA

BLUE INNOVATION THEATRE

- 10:30 - 10:45 **YECO - DE LA CRISIS GLOBAL AL ÉXITO DIGITAL: TEQUILA, ESTRATEGIA, E-COMMERCE** — FRANCISCO ALVAREZ - CEO & FOUNDER YECO
- 10:45 - 11:00 **DS BELWIZ - TECNOLOGÍA, EVOLUCIÓN Y TRANSCENDENCIA: SOLUCIONES DIGITALES PARA TRANSFORMAR INDUSTRIAS Y SOCIEDADES** — LAURA ALCADE - COLLABORATOR LOCAL IS GLOBAL; CARLOS SANDOVAL - DS BELWIZ
- 11:00 - 11:15 **SAPTIVA - STOP OUTSOURCING INTELLIGENCE: LATAM'S BET ON AI SOVEREIGNTY** — ARIEL GONZALEZ - CEO & FOUNDER SAPTIVA
- 11:30 - 11:45 **GRUPO AIRE - CÓMO LA INTELIGENCIA ARTIFICIAL TRANSFORMÓ LA EXPERIENCIA DE ATENCIÓN AL CLIENTE EN GRUPO AIRE** — VERONICA ROMERO - PRODUCT OWNER UCAS GRUPO AIRE
- 11:45 - 12:00 **PARTOO - EL FUTURO DE INTERNET Y EL COMERCIO CONVERSACIONAL** — TOM FERNIAS - PARTOO
- 12:00 - 12:15 **MANAGE ENGINE - DEFENDING THE CLOUD: STRATEGIES TO COMBAT INSIDER THREATS AND NEGLIGENCE** — ANDRES RODRIGUEZ - MANAGER SOLUTIONS ENGINEERING & LATAM MANAGEENGINE
- 12:15 - 12:30 **COAB - CAMINO A LA HIPERAUTOMATIZACIÓN** — MIGUEL ALMEIDA - COAB/TPV MANAGER WESTCON & IBERIA WESTCONN CORESTOR
- 12:30 - 12:45 **TWENIX - MÁS ALLÁ DEL MEDIO AL INGLÉS: CÓMO POTENCIAR EL TALENTO TECNOLÓGICO ESPAÑOL EN LA ERA IA** — VERONICA RODRIGO - GLOBAL PARTNERSHIPS & COMMS MANAGER TWENIX
- 12:45 - 13:00 **TIMETOACT - SAFE AI ASSISTANT – UNLOCKING AGILE EXCELLENCE WITH INTELLIGENT FLOW REPORTING** — DAVID GONZALEZ - CEO & FOUNDER TIMETAC; DAVID GONZALEZ - DIRECTOR DEVELOPMENT TIMETAC; ANA GARCIA - CEO & FOUNDER TIMETAC OFFICE
- 13:00 - 13:15 **AEMEES - MÉXICO PRESENTE** — LIC. BRENDA ZAMORA - PRESIDENTA AEMEES
- 13:15 - 13:30 **SOSAFE - CIBERDELINCUENCIA EN 2025: UNA MIRADA AL FUTURO DESDE LOS DATOS REALES** — VÍCTOR ESTÉ - SOSAFE SPAIN
- 13:30 - 13:45 **CONVERGENCIA CIBERSEGURIDAD EN EL SECTOR DEL RETAIL** — AITOR JÉREZ - COMERCIAL DIRECTOR GARRIGUES
- 13:45 - 14:00 **STRATESYS - CREATIVIDAD CON PROPÓSITO: CUANDO LAS CAMPAÑAS IMPORTAN** — ZAHIRA TOMÁS - STRATESYS; ELENA R. FELIUSO - HEAD OF MARKETING STRATESYS
- 14:00 - 15:30 LUNCH TIME

SOMOS MISIÓN
HOST: JAVIER DELGADO - CO-FOUNDER WORKYA

- 15:30 - 15:45 **LEMON LEARNING - PLATAFORMA DE ADOPCIÓN DIGITAL / DIGITAL ADOPTION PLATFORM** — MARIA LUISA GARCIA - CEO & FOUNDER LEMON LEARNING
- 15:45 - 16:00 **WOMAN FORWARD - IGUALDAD INTELIGENTE: CLOUD PARA CONSTRUIR ENTORNOS LABORALES INCLUSIVOS Y COMPETITIVOS** — MIRIAM DELGADO - PRESIDENT WOMEN FORWARD
- 16:00 - 16:15 **MONEX - PRIVACIÓN INCLUSIVA DISRUPTIVA EN LA EMPRESA ESPAÑOLA** — DIEGO MORENO - GENERAL MANAGER FUCOMP; DIEGO MORENO
- 16:15 - 16:30 **TIMETAC - TIEMPO QUE VALE LA PENA: EL NUEVO INDICADOR CLAVE EN LA ERA DIGITAL** — DAVID GONZALEZ - CEO & FOUNDER TIMETAC; DAVID GONZALEZ - DIRECTOR DEVELOPMENT TIMETAC; NATALIA MARTIN - CEO & FOUNDER LEGALIA APPS; ANA GARCIA - CEO & FOUNDER TIMETAC OFFICE
- 16:30 - 16:45 **AUMENTAR LA PRODUCTIVIDAD Y LA AUTOMATIZACIÓN CON AGENTES DE IA** — RAQUEL ANGEL ROBLES - IA TEACHER CINFP ALAN TURING
- 16:45 - 17:00 **HPE ARUBA - CONTANDO TU PRESENTE, IMPULSANDO TU FUTURO** — JUAN LUIS MARTINEZ - SALES SPECIALIST HPE ARUBA NETWORKING; JONATHAN CHACON - ACCESSBOSS LEAD CLAPPY; EDUARDO JAUREGUI - VICE PRESIDENT AUSO - ASOCIACIÓN DE EMPRESAS DE GIFLUNDIA; PEDRO LOPEZ - DIRECTOR ASESORÍA JURÍDICA Y COMPLIANCE CLEAR CHANNEL ESPAÑA
- 17:00 - 17:15 **LA HUELLA DE LA INTELIGENCIA ARTIFICIAL: COSTES ENERGÉTICOS DE LOS MODELOS DE LENGUAJE** — RAUL SAN BENITO SEBER - NATIONAL AI STRATEGY AND DEVELOPMENT AT SEDIA INECO
- 17:15 - 17:30 **CYBER RESILIENCE ACT: AFRONTANDO EL CUMPLIMIENTO COMO UNA VENTAJA COMPETITIVA** — ANTONIO LÓPEZ-ESPARZA - OPERATING PARTNER INDEPENDENT PROFESSIONAL; CYBER RESILIENCE ACT COMPLIANCE PROGRAM ECLIPSE FOUNDATION
- 17:30 - 18:10 **TRANSFORMACIÓN DIGITAL EN ANDALUCÍA: INDUSTRIA, TECNOLOGÍA Y TALENTO** — RAÚL JIMÉNEZ - GERENTE AGENCIA DIGITAL DE ANDALUCÍA; SERGIO FERNÁNDEZ - HEAD OF DIGITAL - ENERGY RAISING NEWS; SERGIO BANDO