



AI advancements redefine data usage, placing the CDO at the helm of business transformation

From 10 to 12 June in Malaga, Spain, DES2025 will analyse the evolution of the data manager in organisations in a context marked by the rise of Generative AI and agentic AI

CDOs from Civitatis, the Bank of Spain, Leroy Merlin, and Adecco will showcase how they are integrating artificial intelligence, while experts like Ulrich Ahle, CEO of Gaia-X, will discuss the challenges it presents for the cloud

Madrid, May 8, 2025. – Artificial intelligence has radically transformed the way businesses interact with data, making information more accessible. However, it also poses new challenges in terms of security and governance. In this context, [DES – Digital Enterprise Show 2025](#), Europe's largest event dedicated to exponential technologies, will bring together more than 17,000 executives from **10-12 June in Malaga, Spain**, to discuss how they can navigate the growing regulatory complexity around data and build AI-driven environments, where information is no longer just a resource, but the driver of organisational success.

In this sense, the development of artificial intelligence has led to the consolidation of concepts such as Generative AI, which contributes to the optimisation of processes, improved decision-making and cost reduction. At DES2025, **Pedro Liaño**, Senior Director of Data Intelligence at the e-commerce firm, Beyond, Inc, and **Arturo Moreno**, Chief Data & Strategy Officer at Civitatis, will explain how they are integrating the tool and using data to set the course of their corporate strategies. Along similar lines, **Ignacio Bocos**, Director of Validation and Model Risk at CaixaBank, and **Cristian Ruiz**, CIO at Lexer, will explore the steps needed to transform businesses transversally from AI, including infrastructure, governance and cultural change.

In turn, **Francisco Luis Machín**, CDO at IE University, will address the rise of **agentic AI**, a new era in the design of intelligent systems where artificial intelligence agents are able to operate autonomously, adapt, collaborate and learn from their environment without human intervention.

The CDO at the forefront of business strategy

In this changing scenario, the role of the Chief Data Officer (CDO) in companies and institutions has become essential to lead the digital transformation. Far from being limited to simply managing or protecting data, today's CDOs interpret information, align its use with the corporate roadmap and turn it into an engine for growth. This will be demonstrated at DES by experts such as **Antonio Joaquín Duro**, Data Expert Sales at T-Systems Iberia; **Sergio Padilla**, CDO at the Bank of Spain; and **Marian de la Peña**, Chief Digital, Analytics and IT Officer at the French energy company Engie, who will

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share their leadership in the adoption of AI from a multidisciplinary and data-integrated perspective.

In addition, DES2025 will present success stories of how information technology is transforming different sectors. **Jan Adriaenssens**, Director of Connected Society and Embedded Groups at IMEC, one of the best semiconductor research centres in the world, will show the impact of projects such as **Mobilidata**, focused on improving urban mobility and public services through real-time data analysis. Likewise, **Javier Martínez**, CDO at Leroy Merlin; **Jose Meroño**, CDO at The Adecco Group; and **Mario Encinar del Pozo**, Deputy Director of Data and AI at Mapfre Spain, will explain the revolution that AI has brought to their respective companies, leading to greater efficiency, more personalised customer experiences and new revenue opportunities.

Cloud, cybersecurity and quantum for safer data

In parallel, and as the infrastructure responsible for storing and protecting data, DES2025 will dedicate exclusive sessions to **cloud and multicloud**. In this regard, **Ulrich Ahle**, CEO at Gaia-X, will offer his vision on the evolution of the cloud to respond to the challenges posed by AI and the advance of **quantum computing**.

In fact, quantum computing will be one of the major issues to be examined at this edition of the meeting due to the paradigm shift it represents in information processing for companies. To this end, **Óscar Plata**, professor in the Department of Computer Architecture at the University of Málaga, will examine the path being followed by Quantum Spain, an initiative in which the Spanish Supercomputing Network and research institutions are working to create the first quantum computing infrastructure in Spain. **Javier Mas**, professor and researcher at the University of Santiago de Compostela, and **Andrés Gómez**, Head of Applications and Projects at the Galician Supercomputing Centre (CESGA), among others, will also discuss this technology.

Similarly, the forum will feature **Josep Manel**, Director of Infrastructure and Architecture in the Cloud at Banco Sabadell, who will present the opportunities that the use of Proteo4, an architecture designed to improve the performance and energy efficiency of computer systems, or FinOps, which helps to control and optimise the costs of using the cloud, are bringing to the bank.

About DES | Digital Enterprise Show (June, 10-12, 2025, FYCMA, Málaga - Spain): DES – Digital Enterprise Show is an event organized by Nebext – Next Business Exhibitions in collaboration with Málaga City Council and the Andalusian Regional Government. In its seven editions, it has become Europe's largest professional event on exponential technologies and a global benchmark for offering senior executives the latest solutions and products to support large corporations, SMEs, and European public administrations in their digital transformation. Over three days, DES combines technology and innovation with digital leadership, technological solutions for improving customer and employee experience, operational process optimization, and identifying new business models, services, and products across all industries.

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