



HR strategies redefined to keep the human factor in organizations in the age of AI

From June 10-12 in Malaga, Spain, DES2025 will explore how the tech revolution is reshaping businesses and public institutions balancing its potential with the value of workers

Leaders from companies such as Repsol, Mango, Four Seasons, Ferrovial, MIT or Alexander Hughes, among others, will share their strategies for attracting and retaining talent while trying to drive innovation

Madrid, June 4, 2025. – The application of AI in business culture has turned the tide in improving talent management in companies. Market reports reveal that 61% of HR managers expect to use AI for resume screening and scoring by 2025. From June 10 to 12, [DES – Digital Enterprise Show 2025](#), the largest European event dedicated to exponential technologies, will offer an overview of the opportunities that artificial intelligence and other digital solutions offer in the incorporation of new profiles and the boosting of teams.

The international event will host a forum in Malaga dedicated to HR, where the strategic role of the Chief Human Resources Officer (CHR) in companies will be highlighted. In this sense, the collaboration between this figure and the CEO is key to align the future of organizations considering their business objectives with people-centered values. For this reason, DES2025 will host the success story of Uriach, a well-known beauty and personal care brand which, with the help of its CEO, **Oriol Segarra**, and its head of People and Culture, **David Cantalops**, will explain the path they have followed to achieve a cutting-edge company, agile and committed to its employees.

In addition to this alliance of professionals, there is the role played by the CIO in organizations today, who is responsible for the logical and responsible digitization of corporate structures. Therefore, **Raúl Prieto**, IT Director - Head of Development & Tech Transformation at Mapfre; and **Juan Díaz-Andreu**, Client partner at the executive search firm, Alexander Hughes Iberia, will show the evolution of this role taking into account the needs of the workforce and the digital experience of employees. Also, **Javier San Juan**, former President at L'Oréal in Latin America, will share his perspective on leadership, reflecting on his career, key milestones and the contribution of senior executives in the technology landscape.

The meeting will also feature leaders from companies such as **Securitas Direct**, **Repsol**, **Ferrovial**, **Mango** and **GBFoods**, who will share how they are adapting to the rapid technological transformation of their brands to attract and retain talent, stimulate innovation and create wellness-focused organizations. They will be joined by **Paloma Arias-Perero**, Senior Director of People and Culture at Four Seasons Hotels and Resorts; **Marcel Queralt**, Vice President at the startup Factorial, which offers business management and human resources software; **Borja Perez**, Vice President of Product

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Management Payments at CloudPay, which specializes in global payroll and payments; and **Alberto Martínez**, Partners & Large Clients Sales Director at Pluxee & Cobee Spain, which provides employee benefits solutions. All of them will address the impact of the digital revolution on team management. For their part, Oracle representatives will unveil a solution, which combines AI with Cloud technology, and which is improving selection processes.

AI and the human factor

The unexpected irruption of artificial intelligence in companies and public administrations is radically changing operations and structures, leaving a key question up in the air: what role will humans play in this new paradigm? To address this question, DES2025 will host **Óscar Corominas**, who is a learning facilitator and supra-advisor in MIT Professional Education's "Leadership in Innovation" program. Corominas will explore the balance between technology and empathy to strengthen organizational culture, empower talent and create more authentic connections in the age of AI.

This is an era in which new profiles related to other emerging intelligent tools are also appearing. In this regard, **Rosa Montero**, head of Human Resources of the Digital area at Airbus Defence & Space; and **Lucía Flecha**, director of Digital Transformation at Ferrovial, will delve into the most demanded professionals currently and with more projection, while studying the main challenges of talent in AI in Spain. The event will also delve into the management of talent specialized in cybersecurity by **David González**, CISO at Coren, among other leaders.

Training at the service of the worker of the future

The centers that train the talent of the future are also facing the challenge of boosting AI skills. **Bella Palomo** and **Juan Salvador Victoria**, dean and vice-dean, respectively, of the Faculty of Communication Sciences at the University of Malaga; and **Francisco García**, Professor Emeritus at the Complutense University of Madrid, will present the arrival of exponential technologies in the curricula and the models that have appeared with their implementation, such as teleworking.

In addition, DES2025 will also present the Quantum Spain project, which aims to create a national quantum computing ecosystem. The initiative has a program to train professionals in this recent solution, through master classes, seminars and e-learning tools. **Javier Mas**, Professor of Theoretical Physics at the University of Santiago de Compostela, will be in charge of explaining the content at the meeting.

In turn, **Raúl Jimenez**, manager of the Digital Agency of Andalusia, will detail the digital transformation that the territory is undergoing to put citizens and businesses at the center, and build a more modern administration, consistent with the current real needs.

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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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