



Incorporating AI strategically and structurally, the pending marketing challenge

DES2025 will highlight the revolution that artificial intelligence has brought about in the relationship between brands and consumers, at a time when up to 80% of marketing departments acknowledge using this tool

CMOs from Kia, Unilever, Beko or DHL will share their success stories in AI adoption while executives from TikTok or Podimo will delve into new trends in entertainment platforms

Madrid, May 20, 2025. – The democratization of artificial intelligence has redefined the development of all industries, marketing being no exception. In this sense, the tool is transforming the routines of professionals in the sector by being an additional assistant contributing to creativity, improving decision making and customer service. According to market reports, between 70% and 80% of marketing departments globally have already integrated AI solutions in some aspects of their operations, especially in campaign automation, data analysis and content creation.

While this trend indicates a strong confidence in AI, experts point out that in the field of communication it is still being used in isolation, without a solid structure to scale the technology. In addition, 51% of companies are currently unable to measure the ROI of their AI investments. For this reason, [DES – Digital Enterprise Show 2025](#), the reference event in Europe on exponential technologies that will take place in **Malaga, Spain, from June 10 to 12**, will unveil in the **Digital Marketing Planet** forum the possibilities offered by machine learning and generative initiatives in order to increase engagement and raise the level of sales.

Executives such as **Florian Fellner**, Senior Communication Manager at Kia; **Beatriz Calzada**, Head of Performance Marketing at Nationale-Nederlanden; **Áurea Carrión**, CMO at Grosso Napoletano; **Ander Torinos**, CMO of Personal Care & Beauty at Unilever; **Laura Palomo**, General Manager at Scotta 1985; **Javier Camino**, Global Futures Planning Director at Diageo; and **Pedro Fernández**, Marketing and Product Manager at Clear Channel Spain, will present successful customer stories of how they have incorporated digital innovation to optimize their campaigns and increase results. Likewise, representatives from **Navantia**, **Acciona** and **Seat**, among others, will share how they are managing the arrival of generative AI in their teams, while those responsible for **Girls in Quantum** and **t2ó ONE** will show the opportunities of quantum computing.

At the same time, the DES2025 stages will host **Charlie Panayi**, British entrepreneur and CEO at Red Squirrel Property Shop -a multi-award-winning real estate sales, rental and investment company- who will inspire attendees with his vision of growth and leadership to accelerate corporate success.

How do we apply AI?

The integration of artificial intelligence in the marketing sphere is creating new bridges between digital and physical retail, building concepts that combine both worlds. This is the origin of omnichannel approaches, which will be analyzed by **Mercedes López**, Head of Digital & IT Client at Repsol.

Thus, the challenge today is not focused on the adoption of the tool but on how to incorporate it strategically to maintain competitiveness in an era in which adaptability is key. **Gerardo Casas**, a consultant specializing in digital transformation and ecommerce, who was also in charge of the online expansion of Toys “R” Us and Prénatal in Spain and Portugal, will discuss this issue. In parallel, **Toni Navas**, CIO and CDO at MotoGP; **Mireia Martínez**, Marketing Director at Naturgy; and **Nuno Martins**, Marketing and Communication Director at DHL, will discover the potential of AI beyond its operational perspective, giving added value to the companies that use it.

In this inclusion of AI in the process of change of companies, aspects related to data protection, ethical and transparent use must be considered. At the event, **Frank Moreno**, member delegate at the European AI Office, will focus on the adaptation that brands must make to comply with the changing regulatory landscape, while **Manuel Royo**, CMO at Beko in Europe, and **Lukas Schack**, Principal Machine Learning Engineer at TUI, will share the benefits of AI without forgetting the preservation of corporate reputation.

The future of marketing

The largest meeting dedicated to exponential technologies will also devote time to market trends and solutions that will define the future of marketing. In this regard, **Oliver Blanchard**, Research Director at The Futurum Group, and **Christo Kaftandjiev**, Professor of Advertising, Communication, Marketing and Semiotics at Sofia University, will be tasked with determining how cutting-edge technologies, data and changing consumer behavior are revolutionizing sales tactics.

For his part, **Manel Gomez**, an expert dedicated to the management of advertising campaigns in Meta Ads, who has worked with more than 100 ecommerce stores, will explain the keys to get profitability from ads on Facebook and Instagram. Gomez, likewise, will anticipate what will happen in the coming months in terms of algorithm updates, and will expose the mistakes that are being made and how Meta is beginning to penalize them.

Teba Lorenzo, Sales Country Manager at TikTok Spain and Portugal, will delve into the possibilities that arise from this entertainment platform to connect with young audiences through creativity and authentic content, a macro-trend that has been gaining momentum in recent years. Also, DES2025 will highlight the rise of podcasts and their community-building capabilities from **Podimo** and **Vocalis Group** executives.

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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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