



More than 50 global technology leaders to unveil at DES2023 how Artificial Intelligence is transforming their businesses

DES – Digital Enterprise Show will bring together disruptors and visionaries who will unveil the digital trends that will shape the future of business in the coming months

Executives from leading firms such as Clearchannel, Globant, Havas Media Group, Kyndryl, Opinno, Oracle, Stratio, The Futurum Group, T-Systems, and VMWare will share their vision at the CEO & Leadership Summit

Madrid, 26 May 2023. – The impact of Generative Artificial Intelligence in the business ecosystem, the disruptions that will affect the future of organizations, such as the use of data, or the opportunities that sustainability brings to the business are some of the challenges that are marking the agenda of international leaders. In fact, market reports reveal that half of the companies in Europe are already incorporating AI, and that more than 40% of managers understand that there is a real commitment to move towards compliance with ESG (Environmental, Social and Governance) criteria as an added value.

[DES – Digital Enterprise Show 2023](#), the largest European event on digital transformation and exponential technologies, will bring together from June 13 to 15 in Malaga more than 16,000 professionals looking to learn about the latest digital developments to boost the competitiveness of their businesses. In this edition, the congress will also host the **CEO & Leadership Summit**, a forum that will bring together big names worldwide who will share the technological trends that are inspiring a paradigm shift in the business ecosystem.

In this sense, DES2023 will offer visionary contributions in technology that will play a fundamental role in the organizations of tomorrow. **Mike Hayes**, Chief Operating Officer of VMware, who has worked for the U.S. National Security Council; **Daniel Newman**, CEO of The Futurum Group, a research, analysis and advisory firm focused on digital innovation; **Oscar Méndez**, CEO of Stratio; **Pedro Moneo**, CEO and founder of Opinno; **Guibert Englebienne**, Co-Founder & CTO of Globant; **Sergio Vicente Ruiz**, Vice President and Distinguished Engineer of Kyndryl, or **Daniel Suárez**, CEO of Zapiens, will share the digital strategic approaches that are defining the new business ecosystem.

Artificial Intelligence transforms business

The technology par excellence that is revolutionizing business models and access to information is Artificial Intelligence. The popularization and democratization of tools such as ChatGPT has marked a before and after in all industries worldwide being one of the main trends of the first half of 2023. Therefore, DES2023 will address what we have learned from the disruption caused by Artificial Intelligence and a report on the impact of AI in today's society will be presented by **Shelly Kramer**, principal Analyst & Founding Partner of Futurum Research.



One of the sectors that has been strongly impacted by the creation of content thanks to algorithms is communication, where data has become a source of inspiration but also a source of false information, known as "fake news". **Javier Pérez Silva**, CEO of Beta Entertainment Spain, a production company that has created programs for the Cuatro television network; and **Laura Ceballos**, Business Development at Podimo, who was formerly director of communications at Penguin Random House publishing house, will address the technological innovations that are transforming the industry and will have an impact on upcoming regulations.

In turn, **Carlos Molina del Río**, founder of Multiversal, the leading Spanish-language newsletter in technology industries with more than 22,000 subscribers; and **Silvia Leal**, an international trends and technology expert who is an advisor to the European Commission, will shed light on why AI, among other exponential technologies, is raising so much buzz.

Data and sustainability as aspects of value

This 2023 is also the year in which the lines are being drawn on the transfer and use of data, as seen recently with the historic fine imposed on Meta for sending information on its European users to the United States. **Ben Downing**, Global Managing Director, Ethical Media & Strategic Partnerships at Havas Media Group, will highlight ethics in the world of data. **Ian McCaw**, Head of Digital M&A Managing Director at AON, a renowned risk and insurance management consultancy, will provide a global perspective on how data has become the target of cyber-attacks and how it can be covered from an insurance perspective.

Digital development plans taking into account sustainability, social impact and good governance will be another relevant aspect at DES2023. **Clint Wheelock**, Managing Director of Dash Networks, with more than 20 years of experience in consulting focused on emerging technology markets, together with leaders such as **Albert Triola**, Senior Vice President EMEA and Country Leader at Oracle Spain; **Osmar Polo**, CEO of T-Systems; or **Jordi Sáez**, CEO Spain & Market Leader Southern Europe of Clearchannel, will discuss the great business opportunities that the industry has ahead following the ESG (Environmental, Social and Governance) criteria.

To analyze the social repercussions of technology, **Pedro Mújica**, CEO of Wecolab, and creator of the TecnoHumanista manifesto, will analyze Generative AI in terms of opportunities and major challenges from a humanist point of view. Jesús Hernández Galán, Director of Accessibility and Innovation at Fundación ONCE, will also present at the summit the project on accessibility in new technologies that the organization is leading in the European Union.