DIGITAL BUSINESS WORLD CONGRESS 2026

DES DIGITAL ENTERPRISE SHOW 10 ANNIVERSARY

GLOBAL PARTNERS: eurecat · Google · orange Empresas · T Systems · ZOHO

EVENT PARTNERS: cegid · Ciudad Autónoma Melilla · Clear Channel · fhios · FLUGE Audiovisuales Barcelona · GIRASMNIS · holded · maisa · Telefónica · Thing or Two.

MOBILITY PARTNER: LEAPMOTOR

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

CHINA GUEST COUNTRY PARTNER 2026

INDUSTRY DIGITAL LEADERS: City Sightseeing · IBERIA · ILUNION Hotels · MINOR HOTELS

TUESDAY 9th JUNE

DES ARENA by ADA

CEO & LEADERSHIP SUMMIT

- **09:45 - 10:00** WELCOME TO DES 2026!
  SANDRA INFANTE - EVENT DIRECTOR DES - DIGITAL ENTERPRISE SHOW
  ALEZEYA SÁNCHEZ - CONGRESS DIRECTOR DIGITAL BUSINESS WORLD CONGRESS
- **10:00 - 10:30** TEN KEY QUESTIONS FOR DEVELOPING RESPONSIBLE AI
  RICARDO BAEZA-YATES - WASP PROFESSOR KTH ROYAL INSTITUTE OF TECHNOLOGY (SWEDEN)
- **10:30 - 11:10** TECHNOLOGY AND THE GLOBAL GEOPOLITICAL ORDER: WHERE ARE WE HEADING?
  RICHARD BENJAMINS - PRESIDENT AT 28DIGITAL CEO AT ODISEIA
  LALI SOLER - DIRECTOR OF THE DIGITAL AREA EURECAT
  CARME ARTIGAS - CO-CHAIR UN AI ADVISORY BODY (2023-2024) SENIOR FELLOW AT HARVARD BELFER CENTER
  OSMAR POLO - CEO AND CHAIRMAN OF THE BOARD T-SYSTEMS
- **11:10 - 11:40** AI LEADERSHIP AND STRATEGIC OPPORTUNITIES ASIA-EUROPE
  YONGDONG WANG - CHAIRMAN OF ASIA PACIFIC R&D GROUP CORPORATE VICE PRESIDENT OF MICROSOFT CORPORATE
- **11:40 - 12:00** A CHINESE SUCCESS STORY IN SPAIN
  SHENGYING LIU - CEO EZ PLUS

HR SUMMIT

- **12:00 - 12:20** LIDERAZGO AI DRIVEN EN LAS EMPRESAS Y EL IMPACTO EN EL SECTOR TECNOLÓGICO
  MIREIA RANERA - DIRECTOR OF HR DIGITAL TRANSFORMATION AND AI INCIPY
  JOANA SÁNCHEZ - EXECUTIVE PRESIDENT & FOUNDER INCIPY
  CELESTINO GARCÍA - DIRECTOR GENERAL AMETIC
  FRANCISCO HORTIGÜELA - PRESIDENTE AMETIC
- **12:20 - 12:40** FROM AI TO WELLBEING: CREATING PERSONALIZED HEALTH ECOSYSTEMS FOR EMPLOYEES THE REPSOL CASE: SALUDIA
  NACHO VILLOCH - CHAIRMAN OF THE BOARD OF ADVISORS THE GLOBAL CHAMBER
  ENRIQUE FERNÁNDEZ - DIRECTOR OF TALENT AND CULTURE REPSOL
  CRISTINA ORDÓÑEZ - DEPUTY DIRECTOR OF HEALTH AND WELLBEING REPSOL
- **12:40 - 13:10** HUMANIZING AI AT SCALE: ETHICS, TRUST, PURPOSE AND THE FUTURE OF WORK
  NACHO VILLOCH - CHAIRMAN OF THE BOARD OF ADVISORS THE GLOBAL CHAMBER
  SERGIO CORTÉS - CHIEF DIGITAL, DATA & ARTIFICIAL INTELLIGENCE OFFICER FERRER
  BEATRIZ VILA - CHIEF PEOPLE, CULTURE & COMMS OFFICER FERRER
- **13:10 - 13:40** TALENT WARS 2026: SKILLS OVER JOBS, AI TRANSFORMATION AND WELLBEING AS STRATEGY
  ANDRÉS ORTEGA - CHIEF PEOPLE OFFICER PETIT PALACE
  MAR ROMERO - PEOPLE & ESG DIRECTOR EUROPE ALSEA
- **13:40 - 14:00** THE DIGITAL LEADERSHIP CODE: CLOSING THE GAP BETWEEN TECHNOLOGY AND CULTURE TO ACCELERATE BUSINESS GROWTH
  LARISSA MURMANN - VICE PRESIDENT GLOBAL COMMERCIAL PEOPLE FUNCTION WERFEN
- **14:00 - 15:30** LUNCH TIME

CEO & LEADERSHIP SUMMIT

- **15:30 - 15:50** FINTECH IN ACTION: SCALING WEALTH, DRIVING DIGITAL TRANSFORMATION
  MICHAEL STEMMLER - FOUNDER ADDITIV
- **15:50 - 16:10** GOOGLE SESSION
  MIGUEL ESCASSI - HEAD OF GOVERNMENT AFFAIRS AND PUBLIC POLICY AT GOOGLE SPAIN
- **16:10 - 17:00** OPENING CEREMONY
  SANDRA INFANTE - EVENT DIRECTOR DES | DIGITAL ENTERPRISE SHOW
  JORGE PARADELA - CONSEJERO DE INDUSTRIA, ENERGÍA Y MINAS JUNTA DE ANDALUCÍA
  FRANCISCO DE LA TORRE - ALCALDE AYUNTAMIENTO DE MÁLAGA
  FRANCISCO SALADO - PRESIDENTE DIPUTACIÓN DE MÁLAGA
- **17:00 - 17:30** SOVEREIGN TECH OR BREAKDOWN: THE NEW RACE FOR ETHICAL, COMPETITIVE AI
  RICHARD BENJAMINS - PRESIDENT AT 28DIGITAL CEO AT ODISEIA
  STEFAAN VERHULST - CO-FOUNDER THE GOVERNANCE LABORATORY (THE GOVLAB) AT NEW YORK UNIVERSITY
  FEDERICO MENNA - CHIEF EXECUTIVE OFFICER 28DIGITAL
- **17:30 - 17:50** 400 PEOPLE, 4,000 AI AGENTS: REDESIGNING THE HYBRID ORGANISATION
  ANDRÉS SPITZER - CEO CIVITATIS
- **17:50 - 18:30** AI: ALL HYPE, NO IMPACT?
  ALBERTO IGLESIAS - JOURNALIST DISRUPTORES
  IVÁN CASTRO - GLOBAL CTO CORPORACIÓN HIJOS DE RIVERA
  KIMBERLY WARE - EX-PAYPAL, NIKE, HSBC, MICHELIN FOUNDER & PRINCIPAL CONSULTANT AT IMO STRATEGIES
  CARLOS REBATE - TRANSFORMATION DIRECTOR SECURITAS
  CARLOS BELLO - INNOVATION, TECHNOLOGY AND TRANSFORMATION DIRECTOR ILUNION HOTELS

AUDITORIUM T-SYSTEMS

BANKING & INSURANCE FORUM

HOST: NACHO VILLOCH - CHAIRMAN OF THE BOARD OF ADVISORS THE GLOBAL CHAMBER

- **10:00 - 10:20** REAL AI ROI: THE REALITY OF SCALING AI IN BANKING
  DAVID VILLALÓN - CO FOUNDER & CEO MAISA
- **10:20 - 10:50** INSURANCE AND BANKING BEYOND RISK AND ROI: PREDICTIVE FUTURES
  AGUSTÍN POZO - CGI VP & EJECON BOARD MEMBER DIGITAL TRANSFORMATION BUSINESS ADVISOR & FORMER NOKIA, HP, FERROVIAL EXECUTIVE
  VÍCTOR SÁNCHEZ MIRANDA - HEAD OF STRATEGY - ENGINEERING SPAIN BBVA
  MARIBEL DE LA VEGA - INDEPENDENT NON EXECUTIVE DIRECTOR AND CHAIRMAN OF THE AUDIT COMMITTEE NATIONALE-NEDERLANDEN
  RICARDO WEHRHAHN - SENIOR ADVISOR ADDITIVE
  NACHO MORANDE - TRANSFORMATION DIRECTOR SEGUROS RGA
- **10:50 - 11:10** DEEP AGENT PARA IMPULSAR LA BANCA CONVERSACIONAL: LA NUEVA ERA DE LA INTERACCIÓN FINANCIERA
  JAVIER PORRAS - CHIEF ARTIFICIAL INTELLIGENCE OFFICER (CAIO) UNICAJA
- **11:10 - 11:40** DISRUPTING BANKING AND INSURANCE: SUCCESS STORIES
  AGUSTÍN POZO - CGI VP & EJECON BOARD MEMBER DIGITAL TRANSFORMATION BUSINESS ADVISOR & FORMER NOKIA, HP, FERROVIAL EXECUTIVE
  VÍCTOR CUERVO - HEAD OF ARCHITECTURE BANCO SABADELL
  CARLOS FERNÁNDEZ - MANAGING DIRECTOR: TRANSFORMATION, INNOVATION AND DATA GOVERNANCE SANTALUCÍA SEGUROS
  DAVID VAQUERO - CTO & DEPUTY GENERAL MANAGER NATIONALE NETHERLANDEN
  AURELIO GARCIA DE SOLA - SALES AND MARKTEING DIRECTOR CONCENTRIX
- **11:40 - 12:00** ENTREPRENEURSHIP AND TECH FINANCE – A CASE STUDY OF HANGZHOU
  KAIBING ZHOU - EXECUTIVE DIRECTOR OF THE ZHIJIANG VENTURE CAPITAL RESEARCH INSTITUTE PRESIDENT OF THE CHINA ASSOCIATION FOR THE PROMOTION OF INVESTMENT DEVELOPMENT

MANUFACTURING & INDUSTRY 5.0 FORUM

HOST: MAGNUS MELANDER - DEEPTECH ADVISOR AND CMO DEEP TECH ALLIANCE

- **12:00 - 12:20** THE AI RACE: BURDEN OR OPPORTUNITY IN MANUFACTURING
  HANS GRUNDIG - GLOBAL HEAD OF ICT MANUFACTURING DEVELOPMENT STELLANTIS
- **12:20 - 12:40** SEE. LOCATE. DELIVER.
  PHILLIPP FANTA-JENDE - SENIOR SCIENTIST AIT AUSTRIAN INSTITUTE OF TECHNOLOGY
  GISÈLE MUÑOZ - INNOVATION & DEVELOPMENT DIRECTOR CENTRO ESPAÑOL DE LOGÍSTICA
- **12:40 - 13:00** URBAN STRING THEORY
  TOMÁS LLORENTE - ARCHITECT PUBLIC ADMINISTRATION
- **13:00 - 13:40** MÁQUINAS IMPULSANDO EL ÉXITO REAL DEL NEGOCIO
  ANTONIO LÓPEZ-ESPARZA - BUSINESS TRANSFORMATION & VALUE CREATION EXECUTIVE INDEPENDENT BOARD MEMBER & OPERATING PARTNER
  JESÚS FERNÁNDEZ - ENGINEERING MANAGER LEAR CORPORATION
  IÑIGO SUÁREZ - HEAD OF IT, DATA & AI FOR PRODUCTION & LOGISTICS SEAT
  JAVIER PÉREZ - IT TRANSFORMATION DIRECTOR GESTAMP
- **13:40 - 14:00** THE RISE OF FLEXIBLE SOLAR: INTELLIGENT SURFACES FOR A NEW INDUSTRIAL ENERGY ERA
  MIGUEL ÁNGEL LOZANO GONZÁLEZ - PRESIDENT AGRUPA ENERGIA
- **14:00 - 15:30** LUNCH TIME

EDUCATION FORUM

HOST: GONZALO ILLESCA - ENTREPRENEURSHIP & INNOVATION SENIOR CONSULTANT INDEPENDENT

- **15:30 - 15:45** EL PAPEL DE LA UNIVERSIDAD EN UN FUTURO DE IA
  MARÍA LUISA GUARDIA - PROFESSOR COMPLUTENSE DE MADRID
  JUAN SALVADOR VICTORIA - VICE-DEAN FOR RESEARCH AND TRANSFER UNIVERSIDAD DE MÁLAGA
  RAQUEL AYESTARÁN - ACADEMIC MARKETING MANAGEMENT UNIVERSIDAD FRANCISCO DE VITORIA
  GEMA LOBILLO - VICE DEAN FOR EMPLOYABILITY, INFRASTRUCTURE AND SUSTAINABILITY - FACULTY OF COMMUNICATION SCIENCES UNIVERSIDAD DE MÁLAGA
- **15:45 - 16:15** ED TECH: NEW TECHNOLOGIES APPLIED TO EDUCATION
  PILAR LLACER - MEMBER OF THE ADVISORY COMMITTEE ON ORGANIZATIONAL DEVELOPMENT AND TALENT MANAGEMENT AIR EUROPA
  PABLO ESTRADA - MARKETING, COMMUNICATIONS, AND PROMOTION DIRECTOR COLEGIOS RC
  JOSÉ PENALVA - ASSISTANT PROFESSOR UNIVERSIDAD CARLOS III
  CHRISTINA RITTCHEN - DIGITAL TRANSFORMATION LEADER & MENTAL PERFORMANCE SPECIALIST INDEPENDENT CONSULTANT | TECH & LEADERSHIP PERFORMANCE
- **16:15 - 16:45** WHEN EDUCATION MEETS TECHNOLOGY: CHALLENGES AND OPPORTUNITIES
  ANTONIO ALONSO - PRESIDENT ASOCIACIÓN ESPAÑOLA DE ESCUELAS DE NEGOCIOS
  ANTONIO SERRANO - PROFESOR TITULAR DE DERECHO MERCANTIL UNIVERSIDAD REY JUAN CARLOS
  FERNANDO MOROY - PRESIDENT OF THE MADRID CHAPTER OF THE KEIRETSU BUSINESS ANGELS NETWORK OF SAN FRANCISCO KEIRETSU FORUM
  ZHIHONG ZHAO - FOUNDER JYXF (GUANGZHOU TECH)
  ROSA ALLEGUE - FOUNDER & CEO ALLEGUE ACADEMY & CONSULTING
  MARÍA ESTELA VILLALBA - GENERAL DIRECTOR OF INNOVATION AND TEACHER TRAINING, MINISTRY OF EDUCATIONAL DEVELOPMENT AND VOCATIONAL TRAINING JUNTA DE ANDALUCÍA
- **16:45 - 17:00** GIGA, FROM OFFLINE TO OPPORTUNITY: CONNECTING EVERY SCHOOL TO THE INTERNET
  IVAN MONFORTE - PROGRAMME COORDINATOR AT UNITED NATIONS AGENCY FOR DIGITAL AND TELECOMMUNICATIONS GIGA

SPORTS & ENTERTAINMENT FORUM

HOST: JUANMA ORTEGA - TOP RADIO VOICE, 2 ONDAS AWARDS WINNER CEO OF ADIO.FM

- **17:00 - 17:20** DETRÁS DEL ÉXITO DE LOS GRANDES CREADORES: TALENTO, ESTRATEGIA Y CREACIÓN DE CONTENIDO
  JUANMA ORTEGA - TOP RADIO VOICE, 2 ONDAS AWARDS WINNER CEO OF ADIO.FM
  IRENE CÍVICO - TALENT MANAGEMENT DIRECTOR VIZZ AGENCY
- **17:20 - 17:50** THE BUSINESS OF EXPERIENCE: TECH INNOVATION SHAPING THE FUTURE OF ENTERTAINMENT AND MEDIA
  RICARDO DÓMINE - CEO VOCALIS GROUP - PODCAST2U
  ANDRÉS P. MOHORTE - DEPUTY DIRECTOR OF XATAKA WEBEDIA
  DANIEL FLECHER - DIRECTOR OF INSTITUTIONAL RELATIONS IN SPAIN FEVER
- **17:50 - 18:10** PLAY, ENGAGE, TRANSFORM: HUMAN-GUIDED AI IN ENTERTAINMENT
  JAVIER LLANO - MEDIA & MUSIC TOP VOICE ÁBSIDE MEDIA
- **18:10 - 18:30** THE NEW ATTENTION ARENA: REAL-TIME, DATA-DRIVEN ENTERTAINMENT
  JUANMA ORTEGA - TOP RADIO VOICE, 2 ONDAS AWARDS WINNER CEO OF ADIO.FM
  RODRIGO MERUELO - CTO RCD ESPANYOL DE BARCELONA

AUDITORIUM ZOHO

CYBERSECURITY SERIES

HOST: MARLON MOLINA - VICE PRESIDENT INTERNATIONAL OPERATION SMART CAMPUS AI

- **10:00 - 10:20** CUANDO LAS MÁQUINAS ATACAN Y DEFIENDEN MÁS RÁPIDO QUE LAS ORGANIZACIONES: LIDERAZGO, RESILIENCIA Y GOBIERNO EN LA ERA DE LA IA AUTÓNOMA
  FRANCISCO LÁZARO - CISO & DPO RENFE PRESIDENTE DEL GRUPO DE SEGURIDAD DE AUTELSI
- **10:20 - 10:40** UNDER ATTACK: SUPPLY CHAINS IN THE CROSSHAIRS
  GISÈLE MUÑOZ - INNOVATION & DEVELOPMENT DIRECTOR CENTRO ESPAÑOL DE LOGÍSTICA
  VÍCTOR PRADA - HEAD OF CYBERSECURITY CTT EXPRESS
- **10:40 - 11:00** BUILD, AUTOMATE AND ORCHESTRATE YOUR SECURITY COMMAND CENTER
  JOAN VIVES - TECHNICAL CONSULTANT IBERIA MANAGEENGINE
- **11:00 - 11:30** CIBERSEGURIDAD INDUSTRIAL: MÁQUINAS EN TIEMPOS DE LA IA
  MANUEL PERERA - DIRECTOR GENERAL DE ESTRATEGIA DIGITAL JUNTA DE ANDALUCÍA
  FRANCISCO GUILLÉN - CISO MEDGAZ
  CRISTINA ALCARAZ - PROFESORA TITULAR UNIVERSIDAD DE MÁLAGA
  JUAN CAUBET - DIRECTOR OF CYBERSECURITY EURECAT
- **11:30 - 12:00** CIBERSEGURIDAD EN LA ADMINISTRACIÓN PÚBLICA: RETOS, AMENAZAS Y COLABORACIÓN PÚBLICO-PRIVADA
  MANUEL AGUILERA - DIRECTOR CONSULTORÍA PARA ANDALUCÍA Y CANARIAS PWC ESPAÑA (PRICEWATERHOUSECOOPERS)
  ELOY SANZ - JEFE DEL SERVICIO DE CIBERSEGURIDAD, AGENCIA DIGITAL DE ANDALUCÍA (ADA) JUNTA DE ANDALUCÍA
  JUAN GONZÁLEZ - IT SECURITY MANAGER MÁLAGA, IT SECURITY UNIT SERVICIO ANDALUZ DE SALUD
  MARÍA VICTORIA MUÑOZ - RESPONSABLE DE SEGURIDAD DELEGADA DIPUTACIÓN PROVINCIAL DE MÁLAGA
  JUAN GARCÍA - HEAD OF THE CYBERSECURITY SERVICE, INNOVATION AREA AYUNTAMIENTO DE MÁLAGA
- **12:00 - 12:40** CIBERSEGURIDAD Y GOBIERNO DE LA IA: LO QUE LOS CONSEJOS DEBEN ENTENDER (Y DECIDIR) EN 2026
  FRANCISCO LÁZARO - CISO & DPO RENFE PRESIDENTE DEL GRUPO DE SEGURIDAD DE AUTELSI
  TOMÁS GÓMEZ - MIEMBRO DEL GRUPO DE SEGURIDAD DE AUTELSI CISO DEL GOBIERNO DE LA RIOJA
  LAURA DEL PINO - LÍDER DE DISCIPLINA DE SEGURIDAD DE LA INFORMACIÓN BBVA
  GABRIEL ENRIQUE MOLINE - MIEMBRO DEL GRUPO DE SEGURIDAD DE AUTELSI CISO CARREFOUR
  ALFONSO LÓPEZ-ESCOBAR - HEAD OF INFORMATION SECURITY EMASESA (EMPRESA DE ABASTECIMIENTO Y SANEAMIENTO DE AGUAS DE SEVILLA)
  ANTONIO SÁNCHEZ-MAROTO - CYBERSECURITY BUSINESS DEVELOPMENT MANAGER MASORANGE
- **12:40 - 13:20** ZERO TRUST: CONTROL Y RESILIENCIA EN LA ERA DE LA IA
  AITOR AGUIRRE - LEAD ADVISOR & BDM T-SYSTEMS | DEUTSCHE TELEKOM
  NIEVES GUTIÉRREZ - GLOBAL MANAGER OF OT CYBERSECURITY WOMEN4CYBER SPAIN
  JOSEP BARDALLO - CISO ARGAL ALIMENTACIÓN
  JULIO SAN JOSE - GLOBAL TOP VOICE IN INFORMATION SECURITY
  JAIME PEREA - GRC LEAD CARREFOUR ESPAÑA
- **13:20 - 13:40** DE DORA/NIS2 A ENS: CÓMO LLEVAR LA REGULACIÓN A LA TRANSFORMACIÓN REAL DEL NEGOCIO
  MANUEL CANTONERO - CYBERSECURITY LARGE ENTERPRISE ACCOUNT EXECUTIVE ZSCALER
  PILAR VILA - BOARD MEMBER OF THE CPEIG DIGITAL FORENSIC ANALYST AND EXPERT WITNESS
  JUAN GARCÍA - HEAD OF THE CYBERSECURITY SERVICE, INNOVATION AREA AYUNTAMIENTO DE MÁLAGA
  LAURA DEL PINO - LÍDER DE DISCIPLINA DE SEGURIDAD DE LA INFORMACIÓN BBVA
- **13:40 - 14:00** DIGITAL TRUST: CYBERSECURITY AND BRAND PROTECTION IN THE ERA OF DIGITAL RISK
  RICARDO DÓMINE - CEO VOCALIS GROUP - PODCAST2U
  HERNANDO DOMÍNGUEZ - DELEGATION DIRECTOR PRODAT MÁLAGA
  NURIA MARCOS - MANAGING DIRECTOR PONS IP
- **14:00 - 15:30** LUNCH TIME

CLOUD SERIES

- **15:30 - 15:45** CLOUD LEADERSHIP IN THE AI ERA
  RAFAEL FERNÁNDEZ - PRESIDENT CLUB CDO SPAIN & LATAM
- **15:45 - 16:10** NUBE FEDERADA Y GESTIÓN SEGURA DEL DATO
  JACQUELIN FLOR - HEAD OF B-LAB BUSINESS LABORATORY PONTIFICIA UNIVERSIDAD CATÓLICA DEL PERÚ
  JAIME PÉREZ - CDO CAJASIETE
  MARCELA LIZARAZO - SENIOR MANAGER DATA & ANALYTICS BBVA COLOMBIA
  CESAR VEGA - BUSINESS DEVELOPMENT MANAGER CLOUD SERVICE SOUTHERN EUROPE DE-CIX
- **16:10 - 16:35** DATA AS THE REAL ASSET: SOVEREIGNTY, CLOUD AND THE BATTLE FOR CONTROL
  RUBÉN DE LAMA - CHIEF SALES OFFICER CLOUD INFRASTRUCTURE SERVICES SPAIN CAPGEMINI
  ANDRÉS LÓPEZ - DIRECTOR DE IT/CIO ÍNDIGO PARK SPAIN
  JUAN JIMÉNEZ - GLOBAL HEAD OF DIGITAL BANKING PUBLIC POLICY SANTANDER
  JAUME FIGUERAS - CTO NOKIA ENTERPRISE
- **16:35 - 17:00** CLOUD ECOSYSTEMS FOR SCALABLE AI
  CECILIA APARICIO - HEAD OF DATA ARCHITECTURE CRUZ ROJA
  RAFAEL SOCORRO - HEAD OF DATA & ADVANCED ANALYTICS ACCIONA
  JOSÉ MARÍA GONZÁLEZ - HEAD OF DATA SECURITIZE

DATA & CDO SUMMIT

HOST: PEDRO LIAÑO- SENIOR VICEPRESIDENT DATA & AI BED BATH & BEYOND

- **17:00 - 17:15** LESSONS LEARNED ONE YEAR AFTER THE EU AI ACT
  HERNIKE WEIDEN - PROFESSOR UNIVERSITY OF APPLIED SCIENCES MUNICH
- **17:15 - 17:40** AI FOR ROI: STRATEGIES AND PITFALLS
  LUCIANO AGUIRRE - AI & DATA ENABLEMENT MANAGER THE WORKSHOP
  ALBERTO MARCO - CHIEF DATA OFFICER SEGUROS RGA
  ALI FRY - GLOBAL VICE-PRESIDENT FOR BUSINESS OPERATIONS CONCENTRIX
  CRISTIAN RUIZ - CIO LEXER
- **17:40 - 18:10** DATA GOVERNANCE IN THE AGE OF SOVEREIGNTY & AI
  CARLOS CABALLERO - GLOBAL HEAD OF DATA MANAGEMENT THE ADECCO GROUP
  SERGIO PADILLA - CHIEF DATA OFFICER - CDO BANCO DE ESPAÑA
  CHRISTIAN COBAS - DIRECTOR OF THE DATA OFFICE JUNTA DE COMUNIDADES DE CASTILLA - LA MANCHA
  GEANFRANCO PALOMINO - HEAD OF DATA & ANALYTICS WIRBI
  PABLO GARCÍA - EXPERT DATA & AI T-SYSTEMS
- **18:10 - 18:30** SCALING DATA LITERACY THROUGH EDTECH
  ELIZABETH DA SILVA - DATA GOVERNANCE LEAD EURONEXT
  ISMAEL NAVAS - PROFESSOR UNIVERSIDAD DE MÁLAGA
  DIEGO GARCÍA - ASSOCIATE PROFESSOR OF DATA SCIENCE, AI & DATA MANAGEMENT UNIVERSITY OF CANTABRIA
  ÁLVARO SÁNCHEZ-APELLANIZ - CDAIO TELEFÓNICA INNOVACIÓN DIGITAL

DIGITAL MARKETING PLANET BY CLEAR CHANNEL

AI FOR MARKETING

HOST: PILAR BRINGAS - FOUNDER ELITE - ESCUELA LIDERAZGO INFLUYENTE TRANSVERSAL ÉTICO

- **10:00 - 10:20** UPGRADING THE HUMAN OPERATING SYSTEM IN AN AI WORLD
  ROBERT-JAN BROUWER - VENTURE PARTNER AT150 VENTURES
- **10:20 - 10:40** SMART DATA, SMART AI AND SMARTER CUSTOMER EXPERIENCES
  MARÍA CAROLINA LI GAMBI - ADVISORY BOARD MEMBER GLOBAL CHAMBER
  FEDERICO LÓPEZ - HEAD OF AI VOICEMOD
  GERARDO CASAS - CAIO AT JUGUETTOS AND CONSULTANT OF ESTRELLA DE GALICIA CEO AT AI CONSULTANT
- **10:40 - 11:00** AI-FIRST MINDSET WITH PURPOSE: A CULTURAL STRATEGY TO TRANSFORM HOSPITALITY FOCUSED ON A SOCIAL PURPOSE
  CARLOS BELLO - INNOVATION, TECHNOLOGY AND TRANSFORMATION DIRECTOR ILUNION HOTELS
- **11:00 - 11:40** MASTERING MARKETING AND COMMUNICATION IN THE AGE OF EXPONENTIAL TECH
  PILAR BRINGAS - FOUNDER ELITE - ESCUELA LIDERAZGO INFLUYENTE TRANSVERSAL ÉTICO
  ENRIQUE ARRIBAS - VICEPRESIDENTE ASOCIACIÓN DE MARKETING DE ESPAÑA
  FÁTIMA DOÑORO - MARKETING & COMMUNICATION DIRECTOR IBERIA TAG HEUER
  ANA REYES - FULL PROFESSOR UNIVERSIDAD REY JUAN CARLOS
- **11:40 - 12:00** WHAT THE MEDIA ALREADY DO WITH AI — AND COMPANIES STILL DON'T
  JUANMA ORTEGA - TOP RADIO VOICE, 2 ONDAS AWARDS WINNER CEO OF ADIO.FM
- **12:00 - 12:40** IA EN RETAIL E ECOMMERCE: LO QUE FUNCIONA Y LO QUE NO
  PILAR BRINGAS - FOUNDER ELITE - ESCUELA LIDERAZGO INFLUYENTE TRANSVERSAL ÉTICO
  JORGE FERNÁNDEZ - HEAD OF CUSTOMER STRATEGY & EXPERIENCE MAYORAL
  JUAN CARLOS PEÑA - CHIEF DIGITAL & COMMERCIAL OFFICER CASH CONVERTERS ESPAÑA
  MAR MELERO - FOUNDER & CEO VIRTUAL ATELIER AI
  ADRIAN TINEO - AI CONSULTANT MALAGA-AI
- **12:40 - 13:00** AI-POWERED ATTENTION: REDEFINING CONTENT STRATEGY IN THE CREATOR AND STREAMING ECONOMY
  PILAR BRINGAS - FOUNDER ELITE - ESCUELA LIDERAZGO INFLUYENTE TRANSVERSAL ÉTICO
  BERNARDO PROIETTI - HEAD OF SOCIAL MEDIA & IP'S WEBEDIA
- **13:00 - 13:40** JUNTA DE ANDALUCÍA SESSION
- **13:40 - 14:00** COMMUNICATING COMPLEXITY IN A DATA-DRIVEN WORLD
  AMIT GRINVALD - COMMUNICATION STRATEGIST & EXECUTIVE SPEAKING COACH AMIT GRINVALD CONSULTING
- **14:00 - 15:30** LUNCH TIME

MARKETING ROI STORIES

HOST: PILAR BRINGAS - FOUNDER ELITE - ESCUELA LIDERAZGO INFLUYENTE TRANSVERSAL ÉTICO

- **15:30 - 15:50** SHAPING THE DIGITAL ERA OF CUSTOMERS EXPERIENCE: THE ISTAMBUL AIRPORT SUCCESS STORY
  AHMET ER - DIGITAL TRANSFORMATION AND CHANNEL MANAGEMENT DEPUTY MANAGER / CUSTOMER EXPERIENCE MANAGMENT IGA ISTANBUL AIRPORT
  DILANUR CETINALP - DIGITAL TRANSFORMATION AND CHANNEL MANAGEMENT CHIEF IGA ISTANBUL AIRPORT
- **15:50 - 16:10** STORYTELLING AND COMMUNICATION: ROI STORIES IN THE TOURISTIC SECTOR
  RICARDO DÓMINE - CEO VOCALIS GROUP - PODCAST2U
  DANIEL MARTÍNEZ - DIRECTOR VISIT GIJÓN
  KIKO REQUENA - CMO ROOMOO GROUP
- **16:10 - 16:30** THE ZIG-ZAG ADVANTAGE: WHY NONLINEAR THINKING BUILDS RESILIENT TEAMS
  CARLOS CANTU - COFOUNDER AND CMO FIND THE BUTTON
- **16:30 - 17:10** MARKETING AND ROI: SUCCESS STORIES THAT ROCK
  LAILA EL QADI - DIRECTOR MENTOR(Y)TELLER
  BORJA CARVAJAL - HEAD OF BRAND & E-COMMERCE SCOTTA 1985
  FABIOLA ZELAYA - GLOBAL DIRECTOR DE E-COMMERCE SUNTORY GLOBAL SPIRITS
  BEATRIZ CALZADA - PERFORMANCE & GROWTH MARKETING EXPERT FORMER NATIONALE NEDERLANDEN & DKV
- **17:10 - 17:30** AI IN SPANISH MARKETING
  OSCAR SANTAMARÍA - BOARD MEMBER AMKT
- **17:30 - 17:50** COOKIELESS MEASUREMENT, NO SMOKE AND MIRRORS: INCREMENTALITY, MMM, EXPERIMENTATION, AND MARKETING SUCCESS CASES FOR ROI
  GASTÓN ANDRÉS IGLESIAS - MANAGER SPORT MARKETING
  INMACULADA RUIZ - HEAD OF PRESS OFFICIAL COLLEGE OF INDUSTRIAL ENGINEERS OF MADRID
  VANESSA DELCLÓS - BRAND, MARKETING & COMMUNICATION STRATEGIST & ADVISOR | PHD (C) RESEARCHER | JOURNALIST, SPEAKER & WRITER FREELANCER
- **17:50 - 18:10** GEO: LA IA COMO ALIADO PARA CAPTAR LA DEMANDA
  CARLOS GÓMEZ - CO-FOUNDER AND PARTNER AIKO CONTENT FACTORY
- **18:10 - 18:30** THE OPPORTUNITY MAP: HOW TO SEE WHAT OTHERS CAN'T
  FRANCISCO CALDERÓN - FOUNDER EL ECOSISTEMA

ESPAÑA EMPRESA DIGITAL

HOST: XAVIER DELGADO - LECTURER AND RESEARCHER AGENCIA CATALANA DE SALUD PÚBLICA

- **10:00 - 10:20** TRANSFORMACIÓN EN 2026: INTELIGENCIA, DATOS Y VELOCIDAD
  MARÍA DE GUZMÁN - HEAD OF ECOSYSTEM DEVELOPMENT INDESIA
  GEMA SILES - HEAD OF PLANNING & IT MANAGEMENT AND CDO (DATA & AI) REDEIA
- **10:20 - 10:40** IA EN EL COMITÉ PARA LA EXPANSIÓN INTERNACIONAL
  MIGUEL ÁNGEL MARTÍN - FOUNDER & PRESIDENT ACOCEX
  GUILLERMO RIVAS-PLATA - SECRETARY-GENERAL ACOCEX
  JUAN PABLO MATEOS - DOCTOR CUM LAUDE IN INFORMATION COMPANY. ENTREPRENEURSHIP AND INNOVATION BRANCH UNIVERSIDAD COMPLUTENSE DE MADRID.
  JUAN RAMÓN SUAREZ - CHAIRMAN INFEBEX
- **10:40 - 11:00** EL PROYECTO 3D-CIRCULAR: PROPORCIONANDO EL FUTURO TALENTO PARA LAS EMPRESAS DEL ÁMBITO DE LA ECONOMÍA CIRCULAR Y DIGITAL
  SOLEDAD DÍAZ - DIRECTORA GERENTE APTE
  IRENE RAMÍREZ - APOYO A PROYECTOS APTE
- **11:00 - 11:20** ¿CÓMO LIDERAR CUANDO LA IA DECIDE?
  ANTONIO LÓPEZ-ESPARZA - BUSINESS TRANSFORMATION & VALUE CREATION EXECUTIVE INDEPENDENT BOARD MEMBER & OPERATING PARTNER
  ALBERTO TEROL - HEAD OF DIGITAL CHANGE MANAGEMENT FERROVIAL
  NATALIA MATA - HEAD OF DATA & AI ACADEMY TELEFÓNICA TECH
  LAURA GIL - CHIEF DATA ANALYTICS OFFICER DAMM
- **11:20 - 11:50** FOUNDER STORIES – FROM ANDALUCÍA TO SCALE
  MARÍA NIETO - GESTORA DE PROYECTOS DE EMPRENDIMIENTO DIGITAL E INNOVACIÓN ABIERTA JUNTA DE ANDALUCÍA
  LUIS RAMÓN GARCÍA - CO-FUNDADOR, COO & CCO IAGRO SMART FACTORY
  RAFAEL DORADO - FUNDADOR Y CEO EONESIA
  CAMILA RODRIGUES - CO-FUNDADORA Y CTO EONSEA
- **11:50 - 12:20** CASOS DE ÉXITO: EMPRESAS ESPAÑOLAS QUE MARCAN EL RITMO
  MARÍA DE GUZMÁN - HEAD OF ECOSYSTEM DEVELOPMENT INDESIA
  MARTA BILBAO - CDO NATURGY
  JULIO MORETA - GLOBAL DIGITAL STRATEGY LEAD EXOLUM
  JOSE ANGEL MOLINA - HEAD OF DIGITAL WORKPLACE ENAGÁS
- **12:20 - 12:50** ACELERACIÓN DE LA EMPRESA: CASOS DE ÉXITO, TECNOLOGÍAS EXPONENCIALES E INCENTIVOS
  ÓSCAR DOMÍNGUEZ - FOUNDER TERRITORIO BITCOIN
  ALBERTO AHULLANA - ENTERPRISE ACCOUNT EXECUTIVE CAPTIO BY EMBURSE
  LAURA PALOMO - BOARD MEMBER RELIQUIAE SPAIN
  ALEJANDRO VEGA - DIGITAL TRANSFORMATION MANAGER RADIOTELEVISIÓN ESPAÑOLA
  NACHO LIÑAN - COMMUNICATIONS OFFICER ENISA | EMPRESA NACIONAL DE INNOVACIÓN
  CLAUDIO CHIFA - INVESTOR PARTNER IBEROSEC INVESTMENTS
- **12:50 - 13:20** INNOVACIÓN SEGURA HOY: LA SUITE TECNOLÓGICA, DATOS Y VELOCIDAD
  MARIANO LLORENTE - EXECUTIVE PRESIDENT CLUB CEO ESPAÑA
  ANDRÉS ORTEGA - CEO AMBIENTAIR
  ANTONIO ALMODÓVAR - GENERAL DIRECTOR GRUPO ATLANTE
  NACHO GARCÍA - GLOBAL CISO GIGAS
  CLEMENTE HUERTA - CEO & CO-FOUNDER IMPLASER
- **13:20 - 13:40** DIVERSIDAD Y ACELERACIÓN: IMPULSANDO EL FUTURO DE LAS ORGANIZACIONES TECNOLÓGICAS
  FERNANDO MAIRATA - PRESIDENT PETEC
  CARMEN GARCÍA - PRESIDENT FUNDACIÓN WOMAN'S WEEK
  ELENA MARCOS - DIRECTOR OF STRATEGY, COMMUNICATION AND CULTURE TREINTA CONSULTING
- **13:40 - 14:00** CREATIVIDAD AUMENTADA: CÓMO USAR LA IA PARA DISEÑAR MÁS, PRODUCIR MÁS Y DECIDIR MEJOR
  CORO SALDAÑA - FASHION SENIOR ADVISOR PROFESIONAL INDEPENDIENTE
- **14:00 - 15:30** LUNCH TIME

HOST: XAVIER DELGADO - LECTURER AND RESEARCHER AGENCIA CATALANA DE SALUD PÚBLICA

- **15:30 - 16:10** INNOVACIÓN Y TALENTO 4.0 – EL FUTURO DEL TRABAJO EN LA EMPRESA ESPAÑOLA
  JORGE JUAN RUIZ - SECRETARY-GENERAL ASOCIACIÓN ESPAÑOLA DE ESCUELAS DE NEGOCIOS
  JOSÉ ANTONIO ESTÉVEZ - AEEN CUALIFICAM
  PILAR GÓMEZ - BOARD MEMBER AND ENTREPRENEUR ESCUELA DE NEGOCIOS
  MÓNICA GUARDADO - PARTNER AND MANAGING DIRECTOR AFI GLOBAL EDUCATION
  CATHERINE RUBIO - FOUNDER WELLHEXAGON
  GUSTAVO BARÓN - DIRECTOR & CEO BUSCOS ESPAÑA
- **16:10 - 16:50** FUTURO LABORAL: APRENDER, CREAR, CONECTAR
  JORGE JUAN RUIZ - SECRETARY-GENERAL ASOCIACIÓN ESPAÑOLA DE ESCUELAS DE NEGOCIOS
  MARÍA CANSINO - PRESIDENT FUNDACIÓN GALA ACCIÓN SOCIAL
  CLARA CAMPOS - CEO CESIF
  IGNACIO CAMPOY - CEO FORMACIÓN UNIVERSITARIA
- **16:50 - 17:30** CASOS REALES TRANFORMACIÓN AI DRIVEN
  JOANA SÁNCHEZ - EXECUTIVE PRESIDENT & FOUNDER INCIPY
  TONI NAVAS - DIGITAL TECH & TRANSFORMATION DIRECTOR MOTOGP
  ESTHER FÉLIX - CITO MUTUA UNIVERSAL
  ISIDRO VELIS - PRODUCT STRATEGY DIRECTOR CEGID
- **17:30 - 18:10** PEOPLE COMO MOTOR DE LA TRANSFORMACIÓN IA: LAS 10 CLAVES PARA ACTIVAR EL CAMBIO REAL Y SU IMPACTO EN CULTURA, TALENT ACQUISITION Y EMPLOYER BRANDING
  MIREIA RANERA - DIRECTOR OF HR DIGITAL TRANSFORMATION AND AI INCIPY
  DAVID GARROTE - SENIOR MANAGER OF TALENT ACQUISITION, EMPLOYER BRANDING AND DIVERSITY, EQUITY AND INCLUSION CARGLASS ESPAÑA
  CRISTINA PLAZA - DIRECTOR OF PEOPLE AND CORPORATE SOCIAL RESPONSIBILITY SINGULAR BANK
- **18:10 - 18:30** CÓMO ESCALAR E INNOVAR EN LA EMPRESA FAMILIAR SIN PERDER EL ADN
  MARÍA LÁZARO - CEO & CO-FOUNDER MAYANSI
  FRANCISCO BERNAL - CEO SP GROUP PACKAGING

RETAIL TECH FEST AUDITORIUM

RETAIL & E-COMMERCE FORUM

- **10:00 - 10:25** HOW GLOBAL GEOPOLITICS IS IMPACTING RETAIL DEVELOPMENT
  DANIEL ARRIBAS - DIRECTOR GENERAL DE CONSUMO MINISTERIO DE DERECHOS SOCIALES, CONSUMO Y AGENDA 2030
- **11:05 - 11:30** INTERNATIONAL EXPANSION
- **12:20 - 12:40** BEYOND DELIVERY: NEW RETAIL MEDIA MODELS FOR BRAND GROWTH
- **12:40 - 13:20** RETAIL MEDIA IN STORE
  ISABEL JIMÉNEZ - TNR BUSINESS SCHOOL
  LAIA ALARCON - LIDL
  ALBERTO CENTELLES - CEO FOUNDER QUALIMAX INTERNACIONAL (ELECTRODOMÉSTICOS JOCCA)
- **13:20 - 13:40** RETAIL MEDIA CASE STUDY: MAHOU SAN MIGUEL
  JORDI FERNANDEZ DE LA PUENTE - MAHOU SAN MIGUEL
- **13:40 - 14:00** RETAIL MEDIA: LA PALANCA DE MONETIZACIÓN
- **14:00 - 15:30** LUNCH TIME
- **16:00 - 16:40** BEYOND THE SCREEN: IMMERSIVE AND PHYGITAL EXPERIENCES IN RETAIL
  JESÚS CAO - STRATEGIC CONSULTAT OF EXPERTISE IN PHYSICAL SPACES
  PERE PÉREZ - CEO KARTEX
  XAVIER ORS - CORPORATE HOTEL ACCOUNT EXECUTIVE CEGID REVO
  LORENZO SCIANCA - FOUNDER NAVYX
- **16:40 - 17:00** HOW PAYMENT IS BECOMING PART OF THE PHYGITAL CUSTOMER EXPERIENCE
  ALICIA FERNÁNDEZ - BUSINESS DEVELOPMENT MANAGER BIZUM
- **17:00 - 17:30** ILUNION: ESG AS A COMPETITIVE ADVANTAGE - FROM PURPOSE TO PERFORMANCE
  DELIO DÍAZ - DIRECTOR GENERAL ILUNION
- **17:30 - 17:50** DOJO TECH - PAGOS INTEGRADOS: IMPULSA TUS VENTAS EN RETAIL
  FÁTIMA AGUILAR - DIRECTORA COMERCIAL PARA ESPAÑA DOJO
  JESÚS MOLINA - HEAD PARTNERS & RESELLERS DOJO

BLUE INNOVATION THEATRE

- **10:30 - 10:45** KUDO
- **10:45 - 11:00** GIGAS - CLOUD SOBERANA: SEGURIDAD, CERCANÍA Y CUMPLIMIENTO
  LORENZO RIOJA - DIRECTOR COMERCIAL GIGAS HOSTING
- **11:00 - 11:15** RINGOVER
- **11:15 - 11:30** SPOKI - CONVERSACIONES QUE CONVIERTEN: AI Y WHATSAPP EN ACCIÓN
  MARIA FORNELL - SPOKI
  MANUEL GARCÍA - SPOKI
- **11:30 - 11:45** ODOO - DEL ERP AL CEREBRO EMPRESARIAL: LA EVOLUCIÓN DE LA GESTIÓN CON IA
  JUAN IGNACIO LABORDA - ODOO
- **11:45 - 12:00** EMBURSE - LA REVOLUCIÓN DE LA IA: ERRADICANDO EL FRAUDE Y EL ERROR HUMANO MEDIANTE EXPENSE INTELLIGENCE
  TANIA BAZZANO - ENTERPRISE ACCOUNT EXECUTIVE CAPTIO EMBURSE
- **12:00 - 12:15** ELEVENLABS
- **12:15 - 12:30** THALAMUS - LESS OMNICHANNEL SPAMMING, MORE LOYALTY
  GASTÓN BLANCO - HEAD OF SPORTS GROUPS PFC COSTA DEL SOL - PROFUTCAMPS
  ALEJO ÁVALOS - THALAMUS
- **12:30 - 12:45** TECALIS - DE LEAD A CLIENTE SIN FRICCIÓN: 5 HERRAMIENTAS
  JAVIER NOVOA - TECALIS
- **13:00 - 13:15** ILUX - SCANMENOW. IDENTIDAD DIGITAL EN UNA NUEVA DIMENSIÓN
  MANUEL MEIJIDE - ILUX VISUAL TECHNOLOGIES
- **13:15 - 13:30** FACTORIAL
- **13:30 - 13:45** SKEEPERS - FROM SEARCH TO SELECTION: CÓMO LA IA ESTÁ REDEFINIENDO LA VISIBILIDAD DIGITAL
  ROMINA GONZALEZ - SKEEPERS
- **13:45 - 14:00** LUCE IT - IA CONECTADA 360º: DE LA IDEA A LA PRODUCCIÓN
  IGNACIO PESQUERA - BUSINESS DEVELOPMENT DIRECTOR LUCE IT
- **14:00 - 15:30** LUNCH TIME
- **15:30 - 15:45** RAIOLA NETWORKS - AUTOMATIZACIÓN ASISTIDA CON IA: CUANDO DEJAMOS DE AUTOMATIZAR PROCESOS Y EMPEZAMOS A AUTOMATIZAR DECISIONES CON DATOS
  ÁLVARO FONTELA - RAIOLA NETWORKS
- **15:45 - 16:00** ESKIMOZ - ¿GEO Y SEO ES LO MISMO?
  MAXENCE MARIUS - MANAGING DIRECTOR ESKIMOZ SPAIN
  ALVARO PÉREZ - HEAD OF SALES ESKIMOZ ES
- **16:00 - 16:15** AP INTERACTIVE - LLMS IN HOUSE
  ALVARO PÉREZ - AP INTERACTIVE
- **16:15 - 16:30** ARELANCE-OVH - OVHCLOUD, EL PROVEEDOR CLOUD LÍDER EUROPEO QUE MARCA LA DIFERENCIA
  CRISTINA ORTIZ - OVHCLOUD
- **16:30 - 16:45** CONCENTRIX - HOW TO CREATE A FULLY FUNCTIONAL VIRTUAL VOICE AND CHAT ASSISTANT IN MINUTES
- **16:45 - 17:00** AIRCALL - LAS COMUNICACIONES CON CLIENTE HAN EVOLUCIONADO: EQUILIBRIO ENTRE AGENTES HUMANOS Y AGENTES IA
  DAVID SÁNCHEZ - MANAGER, SALES & BUSINESS DEV. IBERIA AIRCALL
- **17:00 - 17:15** ADDITIV - ADDITIV DIGITAL PLATFORM
  RICARDO WEHRHAHN - SENIOR ADVISOR ADDITIVE
- **17:15 - 17:45** SALAMANCA TECH - INNOVACIÓN QUE CONSTRUYE FUTURO
  CHEMA NIETO
  PEDRO MARTÍNEZ - CONCEJAL PROMOCIÓN ECONÓMICA AYUNTAMIENTO DE SALAMANCA
  RAQUEL BERNARDO - DIRECTORA TORMES+, SALAMANCA TECH, AYTO SALAMANCA
- **17:45 - 18:00** ALENIA

GREEN INNOVATION THEATRE

- **10:30 - 11:15** THE SCALE-UP! WORLD SUMMIT 2026 - EDUCATION, SPORTS & ENTERTAINMENT
  CARMEN ADÁN - MANAGER LA SALLE TECHNOVA BARCELONA
- **11:15 - 12:00** THE SCALE-UP! WORLD SUMMIT 2026 - HEALTH
  CARMEN ADÁN - MANAGER LA SALLE TECHNOVA BARCELONA
- **12:00 - 12:15** PRESENTACIONES STARTUPS JUNTA DE ANDALUCÍA
- **12:15 - 12:45** BIC&CEEIS - HUBS LÍDERES EN INNOVACIÓN: LOS BICS/CEEIS ESPAÑOLES
  ÁLVARO SIMÓN DE BLAS - BIC EURONOVA
  ÁNGEL PRIETO - CEEI ALBACETE
  JAVIER MARTÍNEZ - CEEI ARAGÓN
- **12:45 - 13:15** EDIH MADRID REGIÓN - IA PARA PERSONAS, CREATIVIDAD Y EXPERIENCIA
  SANDRA BUSTURIA - FUNDACIÓN MADRI+D
- **13:15 - 14:00** POLO/PROMALAGA - PRESENTACIONES EMPRESAS PROMÁLAGA
  FRANCISCO SALAS - PROMÁLAGA
- **14:00 - 15:30** LUNCH TIME
- **15:30 - 15:40** CANAIA - AUTOMATIZA TU ATENCIÓN AL CLIENTE EN 5 MINUTOS
  MIGUEL CASTANEDO - CO-OWNER & CTO CANAIA TECH
- **15:40 - 15:50** AIMAZE - GROW FASTER WITH YOUR DIGITAL (AI) MARKETING EMPLOYEE
  HIDDE FOSSEN - BUSINESS DEVELOPMENT PARTNER AIMAZE
  DANNY LE COMTE - AIMAZE
- **15:50 - 16:00** ENERGY PLUS LIFE - +LIFE: REDEFINING PORTABLE ENERGY FOR THE NEXT GENERATION
  MARTHA ISABEL ELOMBO - ENERGY PLUS LIFE
  MANUEL GUILLOT - CEO ENERGY PLUS LIFE
- **16:00 - 17:30** THE SCALE-UP! WORLD SUMMIT 2026 - CYBERSECURITY & DUAL
  CARMEN ADÁN - MANAGER LA SALLE TECHNOVA BARCELONA
- **17:30 - 18:00** STARTUPS JUNTA DE ANDALUCÍA

WEDNESDAY 10th JUNE

DES ARENA by ADA

CEO & LEADERSHIP SUMMIT

- **10:00 - 10:20** WHEN MACHINES LEARN, LEADERS MUST EVOLVE: THE RISE OF THE AUGMENTED LEADER
  DAVID LÓPEZ - ASSOCIATE DEAN OF THE ESADE MBA COFOUNDER OF FHIOS SMART KNOWLEDGE
- **10:20 - 10:50** SCALING AI IN EUROPE: CLOUD, SOVEREIGNTY AND CHOICE
  FRED SUN - GENERAL MANAGER EUROPE TENCENT CLOUD
- **10:50 - 11:10** ARQUITECTURA 360º: DE LA TOMA DE DATOS A LA EXPERIENCIA INMERSIVA
  NACHO VILLOCH - CHAIRMAN OF THE BOARD OF ADVISORS THE GLOBAL CHAMBER
  JUAN CORONIL - TÉCNICO SUPERIOR DE CONSTRUCCIÓN Y CÁLCULO DE ESTRUCTURAS EN LA U.A. DE FOMENTO DE EMPLEO AGRARIO DIPUTACIÓN DE MÁLAGA
  JOSÉ MARÍA MOLINA - ARQUITECTO TÉCNICO DEL SERVICIO DE ARQUITECTURA Y PLANEAMIENTO DIPUTACIÓN DE MÁLAGA
  AURORA VILLALOBOS - HEAD OF THE AGRICULTURAL EMPLOYMENT PROMOTION SERVICE (PFEA) DIPUTACIÓN DE MÁLAGA
- **11:10 - 11:30** DIGITAL BRIDGES — CHINA AND SPAIN SHAPING THE FUTURE OF BUSINESS AND DIGITAL TRANSFORMATION
  ALBERTO IGLESIAS - JOURNALIST DISRUPTORES
  CARME ARTIGAS - CO-CHAIR UN AI ADVISORY BODY (2023-2024) SENIOR FELLOW AT HARVARD BELFER CENTER
  MARGARET CHEN - TOP VOICE CHINA INTERNATIONAL RELATIONS FOUNDER AT OPTIMUS HORIZON
- **11:30 - 11:50** EL NUEVO PARADIGMA DE LA GESTIÓN PÚBLICA
  AGUSTÍN POZO - CGI VP & EJECON BOARD MEMBER DIGITAL TRANSFORMATION BUSINESS ADVISOR & FORMER NOKIA, HP, FERROVIAL EXECUTIVE
  IÑIGO POLO - PUBLIC SECTOR & DIGITAL SERVICES DIRECTOR MASORANGE
- **11:50 - 12:40** AI THAT DELIVERS
  RANDI ZUCKERBERG - FOUNDER AND CEO ZUCKERBERG MEDIA
- **12:40 - 13:00** JUNTA DE ANDALUCÍA SESSION
- **13:00 - 13:20** LA NUEVA ERA DE LAS INFRAESTRUCTURAS CRÍTICAS: IA, DATOS Y OPERACIONES EN TIEMPO REAL
  MARIA MUÑOZ - BUSINESS DEVELOPMENT DIRECTOR TELEFÓNICA TECH
  CAROLINA GARCÍA - STORAGE DIRECTOR SPGI (SPAIN, PORTUGAL, GREECE & ISRAEL) IBM
- **13:20 - 13:40** AI ON THE FRONTLINE: FROM RESPONSE TO PREPAREDNESS
  RICHARD BENJAMINS - PRESIDENT AT 28DIGITAL CEO AT ODISEIA
  TREVOR MONROE - SENIOR PROGRAM MANAGER WORLD BANK
  VICENTE BOTTI - DIRECTOR VRAIN - VALENCIAN RESEARCH INSTITUTE FOR ARTIFICIAL INTELLIGENCE
- **13:40 - 14:00** THE FUTURE OF PAYMENTS: INNOVATION, CUSTOMER VALUE AND TRUST
  AGUSTÍN POZO - CGI VP & EJECON BOARD MEMBER DIGITAL TRANSFORMATION BUSINESS ADVISOR & FORMER NOKIA, HP, FERROVIAL EXECUTIVE
  JULIA LÓPEZ - VICE PRESIDENT & GENERAL MANAGER GMNS CONTINENTAL EUROPE AMERICAN EXPRESS
- **14:00 - 15:30** LUNCH TIME
- **15:30 - 16:00** 10 YEARS OF DES: A DECADE OF LEADERSHIP IN DIGITAL TRANSFORMATION
  PILAR BRINGAS - FOUNDER ELITE - ESCUELA LIDERAZGO INFLUYENTE TRANSVERSAL ÉTICO
  DAVID LÓPEZ - ASSOCIATE DEAN OF THE ESADE MBA COFOUNDER OF FHIOS SMART KNOWLEDGE
  CLAUDIO CHIFA - INVESTOR PARTNER IBEROSEC INVESTMENTS
  GLORIA SALVADOR - AI ADVISOR SEDIA - INECO
  SUSANA VOCES - PRESIDENT ADIGITAL
- **16:00 - 16:20** THE ROLE DESIGN METHOD: STOP ASSIGNING ROLES, START ENGINEERING THEM
  MICAH LOGAN - CHIEF STRATEGY OFFICER THE LOGAN COMPANIES
- **16:20 - 16:40** THE FUTURE OF WORK IN THE AGE OF AI: TALENT, BUSINESS, AND TRANSFORMATION
  ALEZEYA SÁNCHEZ - CONGRESS DIRECTOR DIGITAL BUSINESS WORLD CONGRESS
  ÁNGEL SÁEZ DE CENZANO - COUNTRY MANAGER DE ESPAÑA Y PORTUGAL LINKEDIN
- **16:40 - 17:10** IA EN CONSULTORÍA: OPORTUNIDADES Y RETOS EN EL SECTOR PÚBLICO
  ALBERTO IGLESIAS - JOURNALIST DISRUPTORES
  SERGIO VÁZQUEZ - CEO INECO
- **17:10 - 17:30** EIRA: THE FUTURE OF URBAN AI FROM MIT
  MIGUEL ALEXANDRE BARREIRO-LAREDO - FOUNDER & CEO EIRA
- **17:30 - 18:00** EL NUEVO MANUAL TECNOLÓGICO DEL CEO
  MARIANO LLORENTE - EXECUTIVE PRESIDENT CLUB CEO ESPAÑA
  JAVIER G RECUENCO - CEO & FOUNDER SINGULAR SOLVING
  MANUEL DOCAVO - CO-FOUNDER U4IMPACT
  JUAN L VÁZQUEZ - CEO GRUPO TOURGALIA
  JAVIER TORRES - GENERAL MANAGER IBERIA, LATAM AND AFRICA CEGID
- **18:00 - 18:30** GEOPOLÍTICA E INTELIGENCIA ARTIFICIAL: PENSAMIENTO CRÍTICO PARA ENTENDER EL NUEVO ORDEN GLOBAL
  ALEZEYA SÁNCHEZ - CONGRESS DIRECTOR DIGITAL BUSINESS WORLD CONGRESS
  ALBERT RIVERA - MANAGING PARTNER RV+
- **18:30** EUROPEAN DIGITAL MINDSET AWARDS 2026

AUDITORIUM T-SYSTEMS

FORO DE MODERNIZACIÓN DE LAS ADMINISTRACIONES PÚBLICAS

HOST: JOSÉ JOAQUIN FLECHOSO - PRESIDENT FUNDACIÓN PARA LA COMPETITIVIDAD FUCOMP

- **10:00 - 10:20** APERTURA INSTITUCIONAL
  RAÚL JIMÉNEZ - DIRECTOR GERENTE AGENCIA DIGITAL DE ANDALUCÍA
- **10:20 - 10:35** LA JUSTICIA AL ALCANCE DEL CIUDADANO
  JOSÉ JOAQUIN FLECHOSO - PRESIDENT FUNDACIÓN PARA LA COMPETITIVIDAD FUCOMP
  AITOR CUBO - GENERAL DIRECTOR OF DIGITAL TRANSFORMATION MINISTERIO DE JUSTICIA
- **10:35 - 10:50** INSTRUMENTOS PARA LA TRANSFORMACIÓN DIGITAL PÚBLICA
  JOSÉ JOAQUIN FLECHOSO - PRESIDENT FUNDACIÓN PARA LA COMPETITIVIDAD FUCOMP
  MIGUEL ÁNGEL DOMINGUEZ - PRESIDENT ALASTRIA
  JESÚS MARTÍNEZ - DIRECTOR GENERAL DE INNOVACIÓN TECNOLÓGICA CIUDAD AUTÓNOMA DE MELILLA
- **10:50 - 11:20** CCAA: MOTORES REGIONALES EUROPEOS DE SOBERANÍA EN IA EN SERVICIOS PÚBLICOS
  MARIUS GÓMEZ - COMMERCIAL DIRECTOR PUBLIC SECTOR T-SYSTEMS
  FRANCISCO JAVIER RIDRUEJO - MANAGING DIRECTOR GOBIERNO DE LA RIOJA
  DEMETRI RICO - MANAGING DIRECTOR CENTRE DE TELECOMUNICACIONS I TECNOLOGIES DE LA INFORMACIÓ - GENERALITAT DE CATALUNYA
  RAÚL JIMÉNEZ - DIRECTOR GERENTE AGENCIA DIGITAL DE ANDALUCÍA
- **11:20 - 11:50** TECNOLOGÍAS CRÍTICAS EN LA ADMINISTRACIÓN PÚBLICA
  JOSÉ JOAQUIN FLECHOSO - PRESIDENT FUNDACIÓN PARA LA COMPETITIVIDAD FUCOMP
  RAFAEL CHAMORRO - CHIEF OF STAFF TO THE VICE PRESIDENT CNMC (COMISIÓN NACIONAL DE LOS MERCADOS Y LA COMPETENCIA)
  JUAN CARLOS GONZÁLEZ - COMISARIO, JEFE DE ÁREA DE INFORMÁTICA DIRECCIÓN GENERAL DE LA POLICÍA, MINISTERIO DE INTERIOR
  MAR FERNÁNDEZ - DEPUTY DIRECTOR AECID
  ENRIQUE ÁVILA - DIRECTOR OF THE ARTIFICIAL INTELLIGENCE REFERENCE CENTRE OF THE DEFENCE STAFF MANDO CONJUNTO DEL CIBERESPACIO (MCCE)
- **11:50 - 12:10** FORMACIÓN DIGITAL Y TALENTO SENIOR EN LA FUNCIÓN PÚBLICA
  JOSÉ JOAQUIN FLECHOSO - PRESIDENT FUNDACIÓN PARA LA COMPETITIVIDAD FUCOMP
  LEONOR TORRES - PRESIDENT ASTIC
  JORGE LANG - FOUNDER SENIORIT 2000
- **12:10 - 12:40** INNOVACIÓN EN LOS SERVICIOS CIUDADANOS
  JOSÉ JOAQUIN FLECHOSO - PRESIDENT FUNDACIÓN PARA LA COMPETITIVIDAD FUCOMP
  ARTURO MALAGÓN - DIGITAL SERVICES MANAGER MASORANGE
  MARÍA PÉREZ - PROJECT OFFICER JOINT RESEARCH CENTRE (JRC) - EUROPEAN COMMISSION
  MARÍA BELÉN FERNÁNDEZ-SALINERO - COUNCILLOR FOR DIGITAL TRANSFORMATION, TRANSPARENCY AND CITIZEN SERVICES AYUNTAMIENTO DE ALCOBENDAS
  CELIA TENÉS - AYUNTAMIENTO DE MADRID
  EMILI RUBIÓ - CIO BARCELONA CITY COUNCIL
- **12:40 - 13:00** AESIA: SUPERVISIÓN DE LA INTELIGENCIA ARTIFICIAL
  JOSÉ JOAQUIN FLECHOSO - PRESIDENT FUNDACIÓN PARA LA COMPETITIVIDAD FUCOMP
  ALBERTO GAGO - DIRECTOR AESIA
- **13:00 - 13:30** FORMACIÓN Y TALENTO EN LO PÚBLICO
  JOSÉ JOAQUIN FLECHOSO - PRESIDENT FUNDACIÓN PARA LA COMPETITIVIDAD FUCOMP
  JOSETXO SORIA - MANAGER OF INSTITUTIONAL RELATIONS AND PUBLIC POLICY GOOGLE ESPAÑA
  MERCEDES MARÍN - GENERAL DIRECTOR OF TRAINING AT THE MINISTRY OF ECONOMY, FINANCE, AND EMPLOYMENT COMUNIDAD DE MADRID
  ANTONIO DE LUIS - MANAGING DIRECTOR FUNDAE
  DIEGO CRESCENTE - GENERAL DIRECTOR EOI
  ROSARIO SIERRA - DIRECTOR OF CORPORATE BUSINESS, SPAIN & PORTUGAL LINKEDIN
- **13:30 - 14:00** TRIUNVIRATO DE LA DIGITALIZACIÓN: IA, DATOS Y QUANTUM
  JOSÉ JOAQUIN FLECHOSO - PRESIDENT FUNDACIÓN PARA LA COMPETITIVIDAD FUCOMP
  ALEIDA ALCAIDE - GENERAL DIRECTOR OF ARTIFICIAL INTELLIGENCE MINISTRY FOR DIGITAL TRANSFORMATION AND THE CIVIL SERVICE OF THE GOVERNMENT OF SPAIN
  MARIONA SANZ - INNOVATION DIRECTOR BARCELONA SUPERCOMPUTING CENTER
  ANA PALACIOS - GENERAL DIRECTOR FOR DATA MINISTRY FOR DIGITAL TRANSFORMATION AND THE CIVIL SERVICE OF THE GOVERNMENT OF SPAIN
- **14:00 - 15:30** LUNCH TIME

HEALTH, BIOTECH & LIFE SCIENCES FORUM

HOST: MAGNUS MELANDER - DEEPTECH ADVISOR & CMO DEEPTECH ALLIANCE

- **15:30 - 16:10** DIGITAL HEALTH: INNOVATE, HEAL, TRANSFORM
  MAGNUS MELANDER - DEEPTECH ADVISOR & CMO DEEPTECH ALLIANCE
  JORGE BLASCO - INVESTOR LUMBO LABS
  MERITXELL CORBETO - RPA PROJECT MANAGER -INTELLIGENT AUTOMATION BAYER
  JORDI CUSIDÓ - CHIEF INNOVATION OFFICER TOP HEALTH TECH / TOP DOCTORS GROUP
  ANTONIO MEDINA - HEAD OF PROCESS EXCELLENCE & TRANSFORMATION TAKEDA IBERIA
  MARI LUZ RENTERO - HEAD OF THE MEDICAL DIRECTORATE AND QUALITY DEPARTMENT GRUPOSTOP
- **16:10 - 16:40** VER SIN ESTAR: LA NUEVA ATENCIÓN MÉDICA
  RAMÓN PUIGORIOL - HEALTHCARE SALES DIRECTOR T-SYSTEMS
  NURIA RUIZ - DIRECTORA GENERAL DE SALUD DIGITAL DE LA CONSEJERÍA DE DIGITALIZACIÓN COMUNIDAD DE MADRID
  ANGEL DELICADO - HEAD OF THE APPLICATIONS SERVICE FOR HEALTH ADMINISTRATION AND PUBLIC HEALTH SUB-DIRECTORATE GENERAL OF INFORMATION SYSTEMS GENERALITAT VALENCIANA
  ELENA TORRENTE - STRATEGIC DEVELOPMENT AND DIGITAL HEALTH DIRECTOR GRUPO DKV
  ISMAEL VARGAS - GENERAL DIRECTOR OF INFORMATION AND COMMUNICATIONS TECHNOLOGIES, ANDALUSIAN HEALTH SERVICE JUNTA DE ANDALUCÍA
- **16:40 - 17:00** AGRIFOOD TECH: DIGITAL TRANSFORMATION OF THE FOOD VALUE CHAIN
  JOSÉ LUIS MOLINA - CEO AT HISPATEC & GT AGRIFOOD TECH LEADER AMETIC
- **17:00 - 17:20** EXTERNAL COMMUNICATION AND TECHNOLOGY IN HEALTH AND PHARMA
  ÁNGELES GARCÍA DE CORTÁZAR - DIRECTOR CM QUIRON VALDEBEVAS
  NURIA PLAZA - COUNTRY FINANCE MANAGER IBERIA BOSTON SCIENTIFIC
  ANTONIO MEDINA - HEAD OF PROCESS EXCELLENCE & TRANSFORMATION TAKEDA IBERIA
  ANTONIO GONZÁLEZ - CEO VULPIX
- **17:20 - 17:40** AI FOR HEALTH: SUCCESS STORIES IN BUSINESS WITH AI
  PIER PAOLO ROSSI - CHIEF DATA & AI OFFICER INCIPY
  DANIEL UTRILLAS - DIRECTOR OF DIGITAL TRANSFORMATION DERMOFARM
  JUAN RAMÓN SEGURA - BUSINESS DEVELOPMENT MANAGER MEDTRONIC

TOURISM & HOSPITALITY FORUM

HOST: JORGE SERRANO - SECRETARY GENERAL FUNDACIÓN ODISEIA4GOOD & CIDH

- **17:40 - 18:10** REPROGRAMANDO EL TURISMO: DEL MODELO TRADICIONAL AL ECOSISTEMA DIGITAL INTELIGENTE
  JORGE SERRANO - SECRETARY GENERAL FUNDACIÓN ODISEIA4GOOD & CIDH
  LEIRE BILBAO - MANAGING DIRECTOR VISIT BENIDORM
  LUCÍA MARTÍNEZ - CIO AR HOTELS & RESORTS
  JAVIER TAUSÍA - CEO DELUNA HOTELS
  JUAN VALDES GAYO - SOFTWARE DEVELOPMENT DIRECTOR RYANAIR LABS
  XAVIER ORS - CORPORATE HOTEL ACCOUNT EXECUTIVE CEGID REVO
- **18:10 - 18:30** BERLIN: BALANCING CREATIVE TOURISM, REGULATION AND URBAN IDENTITY
  SABINE WENDT - CEO VISITBERLIN

AUDITORIUM ZOHO

CIO SUMMIT

HOST: BELÉN IBARES - CHIEF KNOWLEDGE OFFICER CIONET

- **10:00 - 10:20** CIOS AS STRATEGIC PARTNERS IN INNOVATION A TECHNOLOGY AS A BUSINESS GROWTH ENGINE
  BELÉN IBARES - CHIEF KNOWLEDGE OFFICER CIONET
  DAVID VAQUERO - CTO & DEPUTY GENERAL MANAGER NATIONALE NETHERLANDEN
  MARIOLA MARTÍNEZ - NIBA
- **10:20 - 10:50** AI-ENABLED CUSTOMER EXPERIENCE: THE NEXT FRONTIER
  JESÚS GARCÍA - MANAGING DIRECTOR CIONET
  IVÁN DURANGO - ENTERPRISE DATA & AI ARCHITECT ING
  VÍCTOR SÁNCHEZ MIRANDA - HEAD OF STRATEGY - ENGINEERING SPAIN BBVA
  JUDITH GIL - DIRECTORA DE TRANSFORMACIÓN DIGITAL Y PROYECTOS MUTUA
  ÓSCAR BAÑÓ - BUSINESS & TECHNOLOGY STRATEGIST - BANKING & INSURANCE T-SYSTEMS
- **10:50 - 11:10** SCALING AI THROUGH STRATEGIC TALENT PARTNERSHIPS
  MARÍA DÍAZ - HEAD OF ENTERPRISE ACCOUNTS MALT
  ALBERTO LÓPEZ - DIRECTOR OF DATA & AI (DATA, BI, AI AND TECHNOLOGY PLATFORM) MAPFRE
- **11:10 - 11:40** AUTOMATION-FIRST: REDEFINING OPERATIONAL EFFICIENCY
  BELÉN IBARES - CHIEF KNOWLEDGE OFFICER CIONET
  RAÚL PRIETO - IT DIRECTOR - TECH SOLUTIONS & PLATFORMS | HEAD OF DEVELOPMENT & TECH TRANSFORMATION MAPFRE
  SUSANA ZUMEL - TECHNOLOGY & DIGITAL SOLUTIONS - HEAD OF BUSINESS PARTNERING MOEVE
  ANTONIO PEÑA - HEAD OF DIGITAL TRANSFORMATION AGOLIVES
  JESÚS PAREDES - COUNTRY MANAGER IBERIA, REGIONAL VICE PRESIDENT UIPATH
  ANDREW VOLKOV - MAISA
- **11:40 - 12:20** AI AND DATA-DRIVEN: REAL CASES
  PIER PAOLO ROSSI - CHIEF DATA & AI OFFICER INCIPY
  DANIEL PI - DATA & AI DELIVERY ASSOCIATE DIRECTOR ALMIRALL
  FERNANDO SAN GERMÁN - CIO & DIGITAL TRANSFORMATION & PROCESSES SENIOR DIRECTOR ATLANTIC COPPER
  JAVIER DÚCTOR - BUSINESS TECHNOLOGY PARTNER MSD
  FRANCISCO CARO - JUNTA DE ANDALUCÍA
- **12:20 - 12:50** DATA GOVERNANCE: THE NEW C-SUITE PRIORITY
  JESÚS GARCÍA - MANAGING DIRECTOR CIONET
  MARCOS POMAR - IT & DATA GOVERNANCE DIRECTOR MELIÁ HOTELS INTERNATIONAL
  ANDREW STEVENS - PRESIDENT AND FOUNDER XOVOX
  MANUEL ESCOBAR - AGENCIA DIGITAL DE ANDALUCÍA
  GUILLAUME DAHAN - CIO OUIGO SPAIN
- **12:50 - 13:20** SUSTAINABLE IT: ALIGNING GREEN AND DIGITAL GOALS
  BELÉN IBARES - CHIEF KNOWLEDGE OFFICER CIONET
  DAVID LIRAS - CHIEF DIGITAL INFORMATION OFFICER MOEVE
- **13:20 - 14:00** THE CIO AS RISK OWNER: WHO DECIDES WHEN TECH THREATENS THE BUSINESS?
  ALBERTO IGLESIAS - JOURNALIST DISRUPTORES
  DAVID LIRAS - CHIEF DIGITAL INFORMATION OFFICER MOEVE
  JUAN MANUEL GARCÍA - DIRECTOR OF DIGITAL TRANSFORMATION CEREALTO
  LUIS MIGUEL MARTÍN - CIO SERCOTEL HOTELS
  LUISA CALVO - DEPUTY DIRECTORATE OF TRANSFORMATION, DATA AND AI INECO
- **14:00 - 15:30** LUNCH TIME

QUANTUM SERIES

HOST: MARLON MOLINA - VICE PRESIDENT INTERNATIONAL OPERATION SMART CAMPUS AI

- **15:30 - 16:10** QUANTUM COMPUTING: REVOLUTIONIZING INDUSTRIES
  MARLON MOLINA - VICE PRESIDENT INTERNATIONAL OPERATION SMART CAMPUS AI
  OSCAR PLATA - PROFESSOR COMPUTER ARCHITECTURE UNIVERSIDAD DE MÁLAGA
  RAFAEL LARROSA - PHD IN COMPUTER SCIENCE, AND DIRECTOR OF SYSTEMS OF THE ICTS-RES PICASSO SUPERCOMPUTER AT THE SCBI AT THE UNIVERSITY OF MALAGA. ASSOCIATE PROFESSOR OF COMPUTER ARCHITECTURE UNIVERSIDAD DE MÁLAGA
  FRANK MORENO - CONSULTOR CHAPTER 2 ETHICS & COMPLIANCE EUROPEAN ARTIFICIAL INTELLIGENCE OFFICE - IA OFFICE (BRUXELS)
- **16:10 - 16:30** QUANTUM COMPUTING: BREAKING TECH LIMITS
  LAIA DOMINGO - CHIEF SCIENCE OFFICER INGENII
- **16:30 - 17:00** QUANTUM FOR INDUSTRY
  IRENE LÓPEZ DE VALLEJO - HEAD OF BUSINESS DEVELOPMENT I QUANTUM TECH LAB TECNALIA RESEARCH & INNOVATION
  ANA MARÍA SÁNCHEZ - QUANTUM SECTION HEAD GMV
  ESCOLÁSTICO SÁNCHEZ - HEAD OF QUANTUM BBVA
  RICARDO ENRIQUEZ - HEAD OF QUANTUM REPSOL
- **17:00 - 17:20** CRACKING THE UNCRACKABLE: THE QUANTUM THREAT TO IDENTITY
  AGUSTÍN POZO - CGI VP & EJECON BOARD MEMBER DIGITAL TRANSFORMATION BUSINESS ADVISOR & FORMER NOKIA, HP, FERROVIAL EXECUTIVE
- **17:20 - 17:40** QUANTUM IN BUSINESS: REAL-WORLD USE CASES AND STRATEGIES
  MARLON MOLINA - VICE PRESIDENT INTERNATIONAL OPERATION SMART CAMPUS AI
  ADÁN GARRIGA - HEAD OF QUANTUM COMPUTING EURECAT
- **17:40 - 18:10** GLOBAL SOUTH AND EXPONENTIAL TECHNOLOGIES
  NACHO VILLOCH - CHAIRMAN OF THE BOARD OF ADVISORS THE GLOBAL CHAMBER
  MARÍA CAROLINA LI GAMBI - ADVISORY BOARD MEMBER GLOBAL CHAMBER
  UVIKA SHARMA - FOUNDER & MANAGING PARTNER INTLDA
- **18:10 - 18:30** EDINT: FROM CONNECTED CITIES TO INTELLIGENT URBAN ECOSYSTEMS
  JOAQUÍN QUIÑONES - HEAD OF SECTION AYUNTAMIENTO DE MÁLAGA

DIGITAL MARKETING PLANET BY CLEAR CHANNEL

EXPONENTIAL TECHNOLOGIES FOR MARKETING

HOST: ANTONIO LÓPEZ-ESPARZA - BUSINESS TRANSFORMATION & VALUE CREATION EXECUTIVE INDEPENDENT BOARD MEMBER & OPERATING PARTNER

- **10:00 - 10:20** HOW TO ORCHESTRATE CHANGE IN CX AND EX
  ULISES SALVADOR AGUILA - FORMER CHANGE LEAD IN COMPANIES SUCH AS SCHNEIDER ELECTRIC, ROCHE, BNP PARIBAS, BACARDI INDEPENDENT PROFESSIONAL
- **10:20 - 10:40** TECNOLOGÍAS EXPONENCIALES PARA MARKETING EN RETAIL E E-COMMERCE
  PILAR BRINGAS - FOUNDER ELITE - ESCUELA LIDERAZGO INFLUYENTE TRANSVERSAL ÉTICO
  ANTONIO ROLDÁN - CEO INNPO
  KIKO REQUENA - CMO ROOMOO GROUP
  MARÍA CUEVAS - MARKETING COORDINATOR MONOWA
- **10:40 - 11:00** TIKTOK LIVE, EL ENTRETENIMIENTO IMPULSADO POR LA COMUNIDAD QUE GENERA NEGOCIO
  MANUEL ARAUCO - GENERAL MANAGER OF TIKTOK LIVE IN SPAIN. TIKTOK LIVE
  AITOR MILICUA - FUNDADOR Y DIRECTOR DE TIKTOK LIVE EN L3TCRAFT AGENCY TIKTOK LIVE
- **11:00 - 11:20** AI-POWERED MARKETING: SANOFI: THE SHIFT FROM AI PROJECTS TO AI CULTURE
  SILVIA SASTRE - HEAD OF OMNICHANNEL TRANSFORMATION IBERIA SANOFI
  VANESSA ESTORACH - HEAD OF SAP KEY USERS STRATEGY & ADOPTION SANOFI
- **11:20 - 11:40** SPATIAL AI — THE NEXT COMPUTING ECOSYSTEM: WHEN INTELLIGENCE BECOMES SPATIAL, THE WORLD BECOMES THE INTERFACE
  CARLOS J. OCHOA - FOUNDER & ADVISOR ONE DIGITAL CONSULTING
  ELIZABETH BARON - FOUNDER IMMERSIONARY ENTERPRISES
  AMY PECK - FOUNDER AND CEO ENDEAVORXR
- **11:40 - 12:00** THE NEW EXECUTIVE SKILL IN THE AGE OF AI: SENSEMAKING
  NICOLAS RANDALL - PROFESSOR AT IE STORYTELLING ADVISER AT MEDIA MINDS
- **12:00 - 12:20** STOP DANCING WITH AI SHADOWS: THE LEADERSHIP CRISIS WE SHOULD BE TALKING ABOUT
  NOELIA AMOEDO - NED, STRATEGIC ADVISOR, PUBLIC SPEAKER, ENTREPRENEUR ADJUNCT PROFESSOR OF AI GOVERNANCE AT IE UNIVERSITY
- **12:20 - 12:50** SYNTHETIC VOICES AND TECHNOLOGIES FOR CUSTOMER EXPERIENCE
  RICARDO DÓMINE - CEO VOCALIS GROUP - PODCAST2U
  CARMEN ROMANO - BRAND MANAGER SOCIOGRAPH
  ISABEL ARRABAL - CMO ICON MULTIMEDIA
  MARTA GARCÍA - CEO SMARTLOCUCIONES.ES VOCES SINTÉTICAS
- **12:50 - 13:10** AI-POWERED MARKETING: NEXT-GEN STRATEGIES
  PAULA ALLENDE - SENIOR ADVISOR AMKT
  JOSÉ CABANAS - CMO HIJOS DE RIVERA
  JAIME MASSÓ - CMO ESIC
- **13:10 - 13:40** AI FOR OMNICHANNEL MARKETING
  CÉSAR SALINAS - IA MARKETING TRANSFORMATION DIRECTOR INCIPY
  RICARDO CASTELLET - HEAD OF DIGITAL TRANSFORMATION LABORATORIOS GEBRO PHARMA
  BEATRIZ ISLA - GSK
  FLORENCIO CASTRO - CXO PLANETA FORMACIÓN Y UNIVERSIDADES
- **13:40 - 14:00** HOW TO TURN THE RENAULT GLOBAL BRAND SUCCESS INTO A LOCAL SUCCESS
  BEATRIZ NAVARRO - CMO AND PRESIDENT AMKT RENAULT
- **14:00 - 15:30** LUNCH TIME

CMO SUMMIT & GROWTH STRATEGY

HOST: ANTONIO LÓPEZ-ESPARZA - BUSINESS TRANSFORMATION & VALUE CREATION EXECUTIVE INDEPENDENT BOARD MEMBER & OPERATING PARTNER

- **15:30 - 15:50** CREATIVE SOVEREIGNTY: THE MAKE-OR-BREAK HUMAN RESET
  MARIANA HERNÁNDEZ - STRAREGY & BRANDS LEAD - ISBE LATINA / LATINA SIN TECH
- **15:50 - 16:20** DATOS, IA Y SOBERANÍA: EL EQUILIBRIO ENTRE INNOVACIÓN, CONTROL Y COMPETITIVIDAD
  ALEJANDRO VÁZQUEZ - STRATEGIC ACCOUNT DIRECTOR CAPGEMINI
  ALBERTO LÓPEZ - DIRECTOR OF DATA & AI (DATA, BI, AI AND TECHNOLOGY PLATFORM) MAPFRE
  JOSÉ ANTONIO SUÁREZ - INNOVATION MANAGER ABANCA
  JOSÉ MANUEL DE LA CHICA - HEAD OF GLOBAL AI LAB SANTANDER
- **16:20 - 16:50** CONNECTED MARKETING: FROM CHANNELS TO ECOSYSTEMS
  LAILA EL QADI - DIRECTOR MENTOR(Y)TELLER
  MANUEL ROYO - MARKETING DIRECTOR IN SPAIN BEKO EUROPE
  GASTÓN BLANCO - HEAD OF SPORTS GROUPS PFC COSTA DEL SOL - PROFUTCAMPS
  NUNO MARTINS - MARKETING & COMMUNICATIONS DIRECTOR DHL
  KIMBERLY WARE - EX-PAYPAL, NIKE, HSBC, MICHELIN FOUNDER & PRINCIPAL CONSULTANT AT IMO STRATEGIES
- **16:50 - 17:20** MARKETING Y COMUNICACIÓN COMO MOTORES DE INNOVACIÓN
  PILAR BRINGAS - FOUNDER ELITE - ESCUELA LIDERAZGO INFLUYENTE TRANSVERSAL ÉTICO
  ARANTXA GULIAS - EXTERNAL COMMUNICATIONS & DIGITAL MANAGER PHILIP MORRIS SPAIN
  JOSE DE LA ESPADA - ANALYTICS & CRO LEAD EDP
  JOSEP CELAYA - ASSOCIATE PROFESSOR SENIOR ADVISOR IE BUSINESS SCHOOL
- **17:20 - 17:40** THE PERFECT STORM: AI AND ITS IMPACT ON THE MARKETING PROFESSION
  SANTIAGO HERNÁNDEZ - CEO PUROMARKETING
- **17:40 - 18:10** DIVERSITY IN AI: THE FUTURE OF MARKETING AND PEOPLE
  SANDRA GONZALRUA - WOMEN IN AI
  AESHA TEMURI - ALLIANZ TECHNOLOGY
- **18:10 - 18:30** PERICO ID: WINNING THE MODERN FAN, DIGITAL TRANSFORMATION LESSONS FROM RCD ESPANYOL
  RODRIGO MERUELO - CTO RCD ESPANYOL DE BARCELONA

ESPAÑA EMPRESA DIGITAL

HERRAMIENTAS E INCENTIVOS

HOST: XAVIER DELGADO - LECTURER AND RESEARCHER AGENCIA CATALANA DE SALUD PÚBLICA

- **10:00 - 10:20** BIO-HACKING EMOCIONAL: EL SISTEMA OPERATIVO DEL LÍDER 5.0
  ANA GONZÁLEZ - PSYCHOLOGIST AND BUSINESS COACH | STRATEGIST IN LEADERSHIP 5.0 AND HIGH EMOTIONAL PERFORMANCE ANA GONZÁLEZ COACH
- **10:20 - 10:50** IMPACTO DE LA DIGITALIZACIÓN EN LOS CONSEJOS DE ADMINISTRACIÓN
  CECILIA WOLLUSCHEK - CEO AT CW CONSULTING MEMBER OF THE WOMENCEO INNOVATION COMMITTEE
  NOELIA AMOEDO - NED, STRATEGIC ADVISOR, PUBLIC SPEAKER, ENTREPRENEUR ADJUNCT PROFESSOR OF AI GOVERNANCE AT IE UNIVERSITY
  INÉS DE LA BARREDA - DIRECTOR OF CORPORATE GOVERNANCE AND SECRETARY OF THE BOARD REINTEL
  MARÍA PARGA - DIRECTOR, HONORARY PRESIDENT OF ALASTRIA AND CO-FOUNDER OF WAYS AND THE MUXIC. ALASTRIA
- **10:50 - 11:20** INCENTIVOS DIGITALES PARA LA EMPRESA ESPAÑOLA: IMPULSAR EL NEGOCIO
  NURIA ÁVALOS - DIRECTOR GENERAL INDESIA
  CARLOS BAUTISTA - HEAD OF CLOUD ARCHITECTURE INDESIA
  CHIARA AUSENDA - IA PRODUCT OWNER INDESIA
- **11:20 - 11:50** IA PARA PYMES: PRODUCTIVIDAD, EFICIENCIA Y RESULTADOS REALES
  FELIX INFANTE - RESPONSABLE DEPARTAMENTO SERVICIO A EMPRESAS CONFEDERACIÓN DE EMPRESARIOS DE MÁLAGA (CEM)
  CÉSAR MAURÍN - DIRECTOR OF DIGITALISATION, INNOVATION, TRADE AND INFRASTRUCTURE CEOE
  SANDRA FIGAREDO - CEO OF AHUNTRIX VICE-PRESIDENT OF THE COMMISSION ON DUAL SECURITY AND DEFENCE TECHNOLOGIES AND THE DIGITAL STRATEGY COMMISSION AT AMETIC
  NÚRIA ÁVALOS - DIRECTOR GENERAL INDESIA
- **11:50 - 12:20** CO-LIDERAZGO HUMANO-IA: EL NUEVO CONSEJO DE ADMINISTRACIÓN
  MARIANO LLORENTE - EXECUTIVE PRESIDENT CLUB CEO ESPAÑA
  MANUEL SORIANO - CEO & FOUNDING PARTNER W EXECUTIVE ESPAÑA
  MIGUEL FERRERO - CEO THE HOUSE OF TEAMBUILDING & NONAME SPORT
  MARÍA JOSÉ TAPIA - PRESIDENT CÁMARA DE COMERCIO, INDUSTRIA Y SERVICIOS DE SEGOVIA
  GUSTAVO BARÓN - DIRECTOR & CEO BUSCOS ESPAÑA
- **12:20 - 12:40** PREPARA TU EMPRESA PARA LA IA QUE VIENE
  MARÍA BARDISA - KEY ACCOUNT MANAGER ZOHO
  CURRO RODRÍGUEZ - CEO LY COMPANY GROUP
  SERGIO GÓMEZ - CHIEF STRATEGY & DIGITAL TRANSFORMATION OFFICER UTAMED
- **12:40 - 13:00** #CONVERSACIONESENISA: ENTRE NOVELINGO Y DOCLINE
  MIREIA SOLA - HEAD OF COMMUNICATIONS AND BRAND, SOCIAL MEDIA AND COMMUNITY BUILDER ENISA
  DANIEL CAÑETE - CEO NOVELINGO
  OMAR NAJID - FUNDADOR Y CEO DOCLINE
- **13:00 - 13:30** THE INVESTOR INBOX: POR QUÉ ALGUNAS STARTUPS CONSIGUEN RESPUESTA Y OTRAS NO
  AZAHARA VERA - RESPONSABLE DE EVENTOS Y ECOSISTEMA MISIÓN ANDALUCÍA
  YOLANDA DÍAZ - CEO IB3 VENTURES
  MANUEL IBAÑEZ - VENTURE CAPITAL PARTNER AUSTRAL
- **13:30 - 14:00** LA IA: EL AGENTE INVISIBLE EN LA CADENA DE SUMINISTRO
  MARÍA DE GUZMÁN - HEAD OF ECOSYSTEM DEVELOPMENT INDESIA
  ALEJANDRO FERNÁNDEZ - CHIEF DATA & AI OFFICER CALIDAD PASCUAL
  ANA ORTÍN - CHIEF DATA&IA OFFICER MAHOU SAN MIGUEL
- **14:00 - 15:30** LUNCH TIME

HOST: XAVIER DELGADO - LECTURER AND RESEARCHER AGENCIA CATALANA DE SALUD PÚBLICA

- **15:30 - 16:00** ACCESIBILIDAD, RECICLAJE, SOSTENIBILIDAD Y TECNOLOGÍA
  ALBA GARCÍA - CMO VOCALIS GROUP
  AMANDA PALAZÓN - CEO & FOUNDER AT GRUPO IMM INSTITUTO Y OBSERVATORIO DE GESTIÓN DEL CAMBIO
  LUZ MARINA GIL - ACCESSIBLE TOURISM CONSULTANT TUR4ALL
  DAVID FERRERO - DEPUTY DIRECTOR OF COMMUNICATION AND CSR GRUPO ENVERA
- **16:00 - 16:20** GOBERNANZA 4.0: ÉTICA QUE IMPULSA LA TECNOLOGÍA
  IDOIA SALAZAR - PRESIDENT & FOUNDER ODISEIA
  RICARDO PALOMO - DEAN AND PROFESSOR UNIVERSIDAD CEU SAN PABLO
- **16:20 - 16:40** LO MÍO ES NORMAL, PERO LO TUYO TAMPOCO
  DAVID RODRÍGUEZ - CEO AND FOUNDER FUNDACIÓN PEGASUS
- **16:40 - 17:00** IA, OEA Y SOSTENIBILIDAD PARA LA PYME
  MIGUEL ÁNGEL MARTÍN - FOUNDER & PRESIDENT ACOCEX
  IGNACIO BARTOLOMÉ - CEO HOW2GO
  GUILLERMO RIVAS-PLATA - SECRETARY-GENERAL ACOCEX
- **17:00 - 17:30** GESTIÓN DEL CAMBIO EN LA ADOPCIÓN DE LA IA
  BELÉN MUNICIO - COMMUNICATION MANAGER CLUSTER
  AMANDA PALAZÓN - CEO & FOUNDER AT GRUPO IMM INSTITUTO Y OBSERVATORIO DE GESTIÓN DEL CAMBIO
  LORENZO FLORES - HEAD OF THE DEVELOPMENT AND CONTINUOUS IMPROVEMENT UNIT | GENERAL DIRECTORATE SALUD DIGITAL (SESCAM) - CASTILLA LA MANCHA
  MARÍA BELÉN FERNÁNDEZ-SALINERO - COUNCILLOR FOR DIGITAL TRANSFORMATION, TRANSPARENCY AND CITIZEN SERVICES AYUNTAMIENTO DE ALCOBENDAS
  ZAIDA SAMPEDRO - DEPUTY DIRECTOR GENERAL FOR HUMAN RESOURCES AND TRANSFORMATION AGENCIA PARA LA ADMINISTRACIÓN DIGITAL DE LA COMUNIDAD DE MADRID
- **17:30 - 17:50** TRANSFORMACIÓN RESPONSABLE: EMPRESAS Y TECNOLOGÍA
  YUKA NAKASONE - EXECUTIVE DIRECTOR THE GLOBAL CHAMBER
  BELÉN ARRIBAS - PRESIDENT ENATIC
  ISABEL BELLOT - COORDINATOR OF THE MASTER'S DEGREE IN TECHNOLOGY MANAGEMENT, DIRECTOR OF THE MASTER'S DEGREE IN DIGITAL TRANSFORMATION LA SALLE-URL
- **17:50 - 18:10** PROYECTO EUROPEO DIBEST: EMPRESAS BLUE Y TURISMO SOCIAL
  JOSE IGNACIO PASCUAL - INTERNATIONAL PROJECTS TECHNICIAN MÁLAGA TECHPARK
  BELÉN ARRIBAS - PRESIDENT ENATIC
  ISABEL BELLOT - COORDINATOR OF THE MASTER'S DEGREE IN TECHNOLOGY MANAGEMENT, DIRECTOR OF THE MASTER'S DEGREE IN DIGITAL TRANSFORMATION LA SALLE-URL
- **18:10 - 18:30** PROPTECH RESPONSABLE: TECNOLOGÍA PARA UN ACCESO A LA VIVIENDA JUSTA
  ESTEFANIA GUAL - CHIEF PRODUCT OFFICER VIVARA SOLUTIONS

RETAIL TECH FEST AUDITORIUM

RETAIL & E-COMMERCE FORUM

HOST: PABLO VELASCO - ADIGITAL

- **10:00 - 10:40** MARKETPLACES Y MARCAS: COLABORAR SIN PERDER EL CONTROL
  JORDI GONZÁLEZ - DIRECTOR OF THE SPANISH OBSERVATORY OF E-COMMERCE ADIGITAL
  PAU GORINA - GISELA
  IRENE SALVADORES - MIRAVIA
- **10:40 - 11:00** ASOCIACIÓN ESPAÑOLA DE COMERCIO ELECTRÓNICO
  SUSANA VOCES - PRESIDENT ADIGITAL
- **11:00 - 11:40** SOSTENIBILIDAD EN EL COMERCIO ELECTRÓNICO: EMBALAJE, ENTREGA Y CIRCULARIDAD
  DIEGO CARRETERO - SECRETARIO GENERAL ESCOMMERS ADIGITAL
  MARINA MOYA - CEO BOLSALEA
  MONTSE GUERRERO - MARKETING MANAGER RAJAPACK
  POL FABREGA - SUSTAINABILTY LEAD WALLAPOP
- **11:40 - 12:00** MULTISAFE PAY - THE CHECKOUT IS DEAD: HOW PAYMENTS BECAME A GROWTH ENGINE
  PHILIPPE DE VYDT - HEAD OF SALES IBERIA MULTISAFEPAY
- **12:00 - 12:40** EL PODER DE LOS DATOS: DEL CONOCIMIENTO DEL CLIENTE A LA MONETIZACIÓN
  EMILIO SUÁREZ - PRODUCT MANAGER LEGAL Y CTO ADIGITAL
  MÓNICA EMILIÓ - CHIEF OPERATING OFFICER DESTINIA
  JAVIER GÓMEZ - ECOMMERCE LEAD SOUTHERN EUROPE INTERFLORA
- **12:40 - 13:20** EUROPE ECOMMERCE PLAYBOOK: MARKETS, RULES AND EXECUTION
  VLAD VITA - POLICY DIRECTOR ECOMMERCE EUROPE
  AITOR MATE - DIRECTOR OF PROMOTION INSTRUMENTS AT ORIGIN ICEX
  NUNO MARTINS - MARKETING & COMMUNICATIONS DIRECTOR DHL
- **13:20 - 13:45** LEY SAC: ATENCIÓN AL CLIENTE Y QUEJAS EN EL COMERCIO MINORISTA
  IÑAKI URIARTE - SECRETARY GENERAL AND DIRECTOR OF THE LEGAL AREA ADIGITAL
  TIZIANA TALALRO - DIRECTORA GENERAL CONFIANZA ONLINE
  IBAN ANDREU - ABOGADO ASOCIADO CUATRECASAS
- **13:45 - 14:00** ENERGÍA, COMPETITIVIDAD Y TERRITORIO: CÓMO LA DESCARBONIZACIÓN OPERATIVA MEJORA EL RETAIL
  MÓNICA GALEOTE - HEAD OF PUBLIC POLICY SUSTAINABILITY - AMAZON SPAIN
- **14:00 - 15:30** LUNCH TIME
- **15:30 - 15:50** AUTOMATIZACIÓN CON UN TOQUE HUMANO
  FERNANDO PAREJA - HEAD OF BUSINESS DEVELOPMENT T-SYSTEMS
  JORGE FERNÁNDEZ - HEAD OF CUSTOMER STRATEGY & EXPERIENCE MAYORAL
- **15:50 - 16:30** IA RESPONSABLE: LA ÉTICA COMO VENTAJA COMPETITIVA
  DANIELA GODOY - PROJECT MANAGER IA AMÉRICAS ADIGITAL
  ANDRÉS SPITZER - CEO CIVITATIS
  JULIA MARTIN - IA ARTIST FREEPIK - MAGNIFIC
  EDUARDO GARCIA - DIRECTOR DE IA SHAKERS
- **16:30 - 18:30** GALA DE PREMIOS ECOMMERCE 2026

BLUE INNOVATION THEATRE

- **10:30 - 10:45** MDW - WHAT DOES A DATA-DRIVEN COMPANY LOOK LIKE IN 2026
  VÍCTOR IZQUIERDO - LÍDER DE COMPROMISO | EXPERTO EN BI E IA MDW | MY DATA WORKS
  SERENA CANTO - ENGAGEMENT LEAD | DATA & AI SPECIALIST MDW | MY DATA WORKS
- **10:45 - 11:00** AIRTOOL
- **11:00 - 11:15** KOMPASS - MARTECH: CONVIRTIENDO DATOS B2B IMPULSADOS POR IA EN INGRESOS
  JACOBO ABAD - HEAD OF PRE-SALES AND CUSTOMER SUCCESS TEAM KOMPASS & EXPANDI GROUP
- **11:15 - 11:30** ARELANCE - MÁS ALLÁ DE LA IA Y LA CIBERSEGURIDAD: TALENTO Y FORMACIÓN COMO CLAVE ESTRATÉGICA
  ELISA MARTIN - CEO ARELANCE
  AUXI UREÑA - HEAD OF MANAGED SERVICES ARELANCE
- **11:30 - 11:45** MOBILITY FOR WORK - FROM SUPPLY CHAIN RESILIENCE TO DATA MANAGEMENT: HOW OPERATIONAL OPTIMIZATION ACCELERATES THE TRANSITION TO SUSTAINABILITY
  FELIX DIA - CEO & STRATEGIC TECHNOLOGY LEADER EN MOBILITY FOR WORK
- **11:45 - 12:00** CATWORKX - ATLASSIAN ROVO AI: AGENTES QUE TRABAJAN JUNTOS PARA QUE LA ESTRATEGIA COBRE VIDA
  MARIO MARTÍNEZ - CATWORKX
- **12:00 - 12:15** PAYFIT - LA IA PARA GESTIONAR NÓMINAS Y RECURSOS HUMANOS
  JUAN COBO - ACCOUNT EXECUTIVE PAYFIT RECURSOS HUMANOS
- **12:15 - 12:30** MANAGE ENGINE - BUILD, AUTOMATE AND ORCHESTRATE YOUR SECURITY COMMAND CENTER
  JOAN VIVES - TECHNICAL CONSULTANT IBERIA MANAGEENGINE
- **12:30 - 12:45** R2DOCUO - AI-NATIVE INVOICING WITH VERIFACTU: AUTOMATING ISSUING AND CAPTURE
  JORGE RAMÍREZ - CEO R2 DOCUO
- **12:45 - 13:00** MALT - THE EUROPEAN TECH ECOSYSTEM: SCALING YOUR AI ROADMAP WITH INDEPENDENT EXPERTS
  ERNESTO ORTEGA - VP DEMAND PERFORMANCE & MARKETING OPERATIONS EMEA MALT
- **13:00 - 13:15** CLOUD APPI - AGENTIZAMOS TU COMPAÑÍA
  ALBERTO VÁZQUEZ - CEO CLOUDAPPI BY WAIMAGROUP
- **13:15 - 13:30** TD-SYNNEX - DEL DATO AL ACCESO, UNA ESTRATEGIA DE SEGURIDAD INTEGRAL
  JUAN BERTÍN - SECURITY BDM TD SYNNEX
- **13:30 - 13:45** TENDIOS - LA IA EXPERTA QUE ESTÁ REVOLUCIONANDO LA CONTRATACIÓN PÚBLICA
  ALBERT RIERA - CO-FOUNDER AND CO-CEO TENDIOS
- **13:45 - 14:00** DEMAND AI
- **14:00 - 15:30** LUNCH TIME
- **15:30 - 15:45** AFI GLOBAL EDUCATION
- **15:45 - 16:00** HAYS - TECH TALENT EXPLORER 2026
  ANESA PEÑA - HAYS
- **16:00 - 16:15** APPLIVERY - FROM THE DIGITAL WORKPLACE TO THE AUTONOMOUS WORKPLACE
  CÉSAR TRIGO - APPLIVERY
- **16:15 - 16:30** BUSCOS - DEL CV A LA EVIDENCIA: SI NO SE DEMUESTRA, NO CUENTA
  GUSTAVO BARÓN - DIRECTOR & CEO BUSCOS ESPAÑA
  ROQUE SILVENTE - BUSCOS
- **16:30 - 16:45** TRAVELANDZ - IA CONVERSACIONAL PARA VIAJES CORPORATIVOS
- **16:45 - 17:00** GOKARTEX - IMMERSION IN MOTION: THE NEXT LAYER OF IMMERSIVE EXPERIENCES
  PERE PÉREZ - CEO KARTEX
- **17:00 - 17:15** STIDI - EL MOMENTO ES AHORA: HAZ QUE TU MARCA DEJE DE SER INVISIBLE PARA LA IA
  YEM BANKS - HEAD OF GROWTH & CLIENT SUCCESS STIDI
  FERNANDO MANCHA - CEO STIDI
- **17:15 - 17:30** BIDATIA

GREEN INNOVATION THEATRE

- **10:30 - 12:00** THE SCALE-UP! WORLD SUMMIT 2026 - MANUFACTURING
  CARMEN ADÁN - MANAGER LA SALLE TECHNOVA BARCELONA
- **12:00 - 12:30** PRESENTACIONES STARTUPS JUNTA DE ANDALUCÍA
- **12:45 - 13:00** INTERNALIA - WHEN HALF A CITY ASKS AT ONCE: CONVERSATIONAL AI FOR MASS EVENTS AND CITIES — THE TUFERIA CASE
  FRANCISCO ORELLANA - CEO & CO-FOUNDER INTERNALIA INTELLIGENCE SOLUTIONS
- **13:00 - 13:15** PITCH AVATAR - AI AVATARS AS DIGITAL WORKERS: WHAT WORKS AND WHAT FAILS IN 2026
  VICTORIA ABED - CRO PITCH AVATAR
- **13:15 - 14:00** POLO PROMALAGA - PRESENTACIONES EMPRESAS PROMÁLAGA
  PAULA FRAGUELA - POLO DE CONTENIDOS DIGITALES
- **14:00 - 15:30** LUNCH TIME
- **15:30 - 16:00** DCDR.AI - SUNWAVE
- **16:00 - 17:30** THE SCALE-UP! WORLD SUMMIT 2026 - AI & THE NEXT WAVE
  CARMEN ADÁN - MANAGER LA SALLE TECHNOVA BARCELONA
- **17:30 - 18:00** STARTUPS JUNTA DE ANDALUCÍA

DOWNLOAD THE OFFICIAL APP
& MAXIMISE YOUR EXPERIENCE
DES 2026

PLAN YOUR VISIT AND ENJOY THE EVENT TO THE FULLEST:

- Access the full program of the Digital Business World Congress
- Discover full list of 500+ international speakers
- Check our floorplan, including the full list of exhibitors and their locations
- Organize your schedule by adding the sessions and activities that interest you the most to your calendar

GET IT ON Google Play · Download on the App Store

BE PART OF THE CONVERSATION
BY USING THE OFFICIAL HASHTAG #DES2026
& FOLLOWING US @DES_SHOW

THURSDAY 11th JUNE

DES ARENA by ADA

CEO & LEADERSHIP SUMMIT

- **10:00 - 10:20** OPERATIONALISING ETHICS: A C-SUITE GUIDE TO SAFE AND SCALABLE AI ADOPTION
  AZAHARA CORRALES - AI CONSULTANT & ADOPTION ADVISOR TO LEADERS AZAHARA CORRALES
- **10:20 - 10:50** DATA AND AI FOR THE PEOPLE: RESETTING THE SYSTEM
  IDOIA SALAZAR - PRESIDENT & FOUNDER ODISEIA
  LARS PETER NISSEN - CEO ACAPS (ASSESSMENT CAPACITIES PROJECT)
  STEFAAN VERHULST - CO-FOUNDER THE GOVERNANCE LABORATORY (THE GOVLAB) AT NEW YORK UNIVERSITY
  MOJCA CARGO - RESPONSIBLE AI CONSULTANT MAESTRAL CONSULTING
- **10:50 - 11:20** LEADING IN A FRAGMENTED WORLD: AI, SOVEREIGNTY, AND THE NEW RULES OF COMPETITIVE ADVANTAGE
  UVIKA SHARMA - FOUNDER & MANAGING PARTNER INTLDA
- **11:20 - 11:50** YOUTUBE Y EL ALGORITMO DEL PODER: CREADORES, IA Y LA BATALLA POR LA INFLUENCIA DIGITAL
  MIGUEL ÁNGEL FERRER - CMK CONSULTORES
  DAVID JIMÉNEZ - CONTENT CREATOR EL DIRECTOR
  MARIO DE WONDER - CONTENT CREATOR
  BORJA FERNÁNDEZ - FOUNDER MEMORIAS DE PEZ
  ESTER SANCHO - HEAD OF YOUTUBE STRATEGY & GROWTH SLURP NETWORK
- **11:50 - 12:20** JUNTA DE ANDALUCÍA SESSION
- **12:20 - 12:40** FROM AI PILOTS TO SOVEREIGN BUSINESS SYSTEMS: HOW EUROPEAN ORGANIZATIONS DEPLOY AI WITHOUT LOSING CONTROL OF THEIR DATA
  DANIEL PANEA - AI ARCHITECT & PHYSICIST (PHD) INDEPENDENT | SOVEREIGN AI ENGINEERING
- **12:40 - 13:00** EL FUTURO DE LOS CENTROS DE DATOS EN EUROPA: DESAFÍOS Y OPORTUNIDADES
  SILVIA AVILÉS - CMO DES | DIGITAL ENTERPRISE SHOW
  BEGOÑA VILLACÍS - EXECUTIVE DIRECTOR SPAIN DC
- **13:00 - 13:20** FROM SMART CITIES TO INTELLIGENT COMMUNITIES
  MARC SANDERSON - ADVISOR TO THE MAYOR FOR CITY PROMOTION AND INVESTMENT ATTRACTION AYUNTAMIENTO DE MÁLAGA
  JOAQUÍN QUIÑONES - HEAD OF SECTION AYUNTAMIENTO DE MÁLAGA
  JOHN G.JUNG - COFUNDADOR INTELLIGENT COMMUNITY FORUM (ICF)
- **13:20 - 13:40** KILL THE STACKS
  ALBERTO IGLESIAS - JOURNALIST DISRUPTORES
  PEDRO GALDÓN - CIO AND CISO EMASA
  MARCOS MONTES DE OCA - CIO GRUPO ARBULU
- **13:40 - 14:00** AI FOR EXPONENTIAL GROWTH: DESIGNING FUTURE-READY ORGANIZATIONS
  VICTORIA HOLTZ - CEO MOVEMINDS GLOBAL

AUDITORIUM T-SYSTEMS

DEFENSE & SECURITY FORUM

HOST: MARLON MOLINA - VICE PRESIDENT INTERNATIONAL OPERATION SMART CAMPUS AI

- **10:00 - 10:20** THE NETWORK THAT THINKS: TELECOMMUNICATIONS AND AI
  SERGIO FORTES - R&D MANAGER OF MOBILENET: MOBILE & AEROSPACE NETWORKS LAB AND FOUNDER OF ALBOR SPACE ASSOCIATE PROFESSOR AT UNIVERSITY OF MÁLAGA
- **10:20 - 10:50** MODERN DEFENSE: TECHNOLOGY, DATA, AND THE FUTURE OF MILITARY OPERATIONS
  MARLON MOLINA - VICE PRESIDENT INTERNATIONAL OPERATION SMART CAMPUS AI
  EUGENIA HERNÁNDEZ - MEMBER OF THE MILITARY LIFE OBSERVATORY SPANISH CONGRESS OF DEPUTIES
  SILVIA GAMO - DIRECTOR GENERAL FUNDACIÓN CÍRCULO DE TECNOLOGÍAS PARA LA DEFENSA Y LA SEGURIDAD
  ROSALÍA MACHÍN - COMANDANTE GC EN JEFATURA TRANSFORMACIÓN DIGITAL Y CIBERSEGURIDAD, DAO GUARDIA CIVIL
  ANTONIO MARTÍN - IOT GLOBAL BUSINESS DEVELOPEMENT MANAGER DEUTSCHE TELEKOM IOT
- **10:50 - 11:10** SURVEILLANCE TECHNOLOGIES: THE FUNDAMENTAL RIGHTS DILEMMA
  ALEJANDRO SÁNCHEZ - INTERNATIONAL RELATIONS COORDINATOR AEPD
- **11:10 - 11:40** TECNOLOGÍA Y SEGURIDAD: CLAVES PARA LA DEFENSA DEL FUTURO
  FERNANDO MAIRATA - PRESIDENT PETEC
  SONIA GIBAJA - GERENTE NEGOCIO DE SERVICIOS DE MOVILIDAD & CENTRO DE GESTIÓN OPERATIVO PROSEGUR
  CONCHA CHAPA - CIVIL ENGINEER COMUNIDAD DE MADRID
  LAURA GIMÉNEZ - PRESIDENT AJPNE
  SILVIA GAMO - DIRECTORA GENERAL FUNDACIÓN CÍRCULO DE TECNOLOGÍAS PARA LA DEFENSA Y LA SEGURIDAD
- **11:40 - 12:00** CIBERCRIMEN: PRESENTE, PASADO Y FUTURO
- **12:00 - 12:30** TECNOLOGÍAS DUALES Y DISRUPTIVAS
  ELENA GARCÍA - PROJECT AND NETWORK COORDINATOR APTE
  CARLOS BATTYÁN - COUNTRY MANAGER SPAIN & PORTUGAL MENNTUM
  MIGUEL GOLMAYO - AHUNTRIX
- **12:30 - 13:00** CYBER RESILIENCE: PREPARING FOR THE NEXT WAVE
  MARLON MOLINA - VICE PRESIDENT INTERNATIONAL OPERATION SMART CAMPUS AI
  ENRIQUE PÉREZ - HEAD OF INTERNATIONAL RELATIONSHIPS, COORDINATION AND MEDIA AT JOINT CYBER COMMAND INSTITUTIONAL RELATIONS - MANDO CONJUNTO DE CIBERESPACIO (MCCE)
  CLAUDIO CHIFA - INVESTOR PARTNER IBEROSEC INVESTMENTS
  TOMÁS GÓMEZ - MIEMBRO DEL GRUPO DE SEGURIDAD DE AUTELSI CISO DEL GOBIERNO DE LA RIOJA
  ALEJANDRA VICENS - SERGEANT INSTITUTIONAL RELATIONS OFFICE OF THE MANDO CONJUNTO DEL CIBERESPACIO
- **13:00 - 13:30** SPACE-BASED DEFENSE: SATELLITE TECHNOLOGIES FOR GLOBAL SECURITY
  MARLON MOLINA - VICE PRESIDENT INTERNATIONAL OPERATION SMART CAMPUS AI
  FRANCISCO GALLARDO - GNSS RESILIENCE LEAD DLR GFR MBH
  NIL ANGLI - BUSINESS APPLICATIONS AND PARTNERSHIPS EUROPEAN SPACE AGENCY (ESA)
  JOAN MAS - SCIENTIFIC DIRECTOR IN THE DIGITAL FIELD EURECAT
- **13:30 - 13:45** CRITICAL DECISIONS AND EFFECTIVE LEADERSHIP IN CYBERSECURITY
  OLGA FORNÉ - GLOBAL CISO ABERTIS GROUP
- **13:45 - 14:00** ENTERTAINMENT, SOCIETY AND SECURITY: INFORMED CITIZENS ARE PROTECTED CITIZENS
  MARLON MOLINA - VICE PRESIDENT INTERNATIONAL OPERATION SMART CAMPUS AI

AUDITORIUM ZOHO

ARTIFICIAL INTELLIGENCE SERIES

HOST: PILAR BRINGAS - FOUNDER ELITE - ESCUELA LIDERAZGO INFLUYENTE TRANSVERSAL ÉTICO

- **10:00 - 10:20** QUANTUM-INSPIRED AI FOR REAL-WORLD BUSINESS IMPACT
  GORKA UNAMUNO - HEAD OF INNOVATION AND STRATEGIC ALLIANCES MULTIVERSE COMPUTING
- **10:20 - 11:00** THE AI LEADER: CORE BUSINESS AND RESPONSIBLE INNOVATION
  NOELIA HERNÁNDEZ - JOURNALIST DISRUPTORES - EL ESPAÑOL
  CARMEN CAMUÑAS - HEAD OF THE DIGITAL INNOVATION HUB ACCIONA
  SANDRA DE LUCAS - HEAD OF DIGITAL INTERNATIONAL (ROOFS & AFFILIATES) AIRBUS
  ALMUDENA FERNÁNDEZ - HEAD OF DATA OFFICE AND ARTIFICIAL INTELLIGENCE NAVANTIA
- **11:00 - 11:40** ROI-FOCUSED AI: MEASURING REAL BUSINESS IMPACT
  GLORIA SALVADOR - AI ADVISOR SEDIA - INECO
  NERA GONZÁLEZ - CHANGE MANAGEMENT & AI ADOPTION BBVA
  DAVID LÓPEZ - ASSOCIATE DEAN OF THE ESADE MBA COFOUNDER OF FHIOS SMART KNOWLEDGE
  SANTOS VICENTE - DIRECTOR DATA & AI GOVERNANCE BIDATIA

HOST: JORGE SERRANO - SECRETARY GENERAL FUNDACIÓN ODISEIA4GOOD & CIDH

- **11:40 - 12:00** SENIORS VS JUNIORS: AI POINTS OF VIEW
  JUAN DÍAZ-ANDREU - COUNTRY MANAGER EO EXECUTIVE SEARCH SPAIN
  SILVIA MERINO - STUDENT AMBASSADOR TECHNOVATION
- **12:00 - 12:20** RESPONSIBLE AI AT SCALE: BUILDING COMPETITIVE ADVANTAGE WITHOUT LOSING CONTROL
  KARINA GIBERT - PROFESSOR AND COFOUNDER OF THE INTELLIGENT DATA SCIENCE AND ARTIFICIAL INTELLIGENCE RESEARCH CENTER (UPC). DEAN OF THE COLLEGE OF COMPUTER ENGINEERING OF CATALONIA. UNIVERSITAT POLITÈCNICA DE CATALUNYA (UPC)
- **12:20 - 12:40** VOICE AI IN PRODUCTION: HOW EDREAMS BUILT IT WITH ELEVENLABS
  JOSCAR LANZENDORF - ENTERPRISE ACCOUNT EXECUTIVE ELEVENLABS
  MARCOS VALERA - ENTERPRISE ACCOUNT EXECUTIVE ELEVENLABS
- **12:40 - 13:00** AGENTIC AI VS TRADITIONAL AI AGENTS: AUTONOMY REDEFINED
  FRANK MORENO - CONSULTOR CHAPTER 2 ETHICS & COMPLIANCE EUROPEAN ARTIFICIAL INTELLIGENCE OFFICE - IA OFFICE (BRUXELS)
  IVÁN DURANGO - ENTERPRISE DATA & AI ARCHITECT ING
  RAFAEL MATA - JEFE DE SERVICIO DE TRANSFORMACIÓN DIGITAL INNOVADORA - COORDINADOR DEL CENTRO DE IA DE ANDALUCÍA (ANIA) AGENCIA DIGITAL DE ANDALUCÍA
- **13:00 - 13:20** ARTIFICIAL INTELLIGENCE & REAL ESTATE, THREATS AND OPPORTUNITIES | 2026 - 2040
  VALDEMARAS PAUKSTE - FOUNDER VALDEMAR REAL ESTATE
- **13:20 - 14:00** THE GREAT AI HOSTING DEBATE: CLOUD OR ON-PREMISE?
  CESAR BLANCO - PRESIDENT CLUSTER DE IA & BIG DATA MADRID
  MANUEL GÓMEZ - DIRECTOR OF SYSTEMS AND INNOVATION RTVE
  ARTUR DINARET - HEAD OF SOFTWARE & DATA PLATFORM NDT GLOBAL

DIGITAL MARKETING PLANET BY CLEAR CHANNEL

CONTENT CREATOR SUMMIT

HOST: ANTONIO LÓPEZ-ESPARZA - BUSINESS TRANSFORMATION & VALUE CREATION EXECUTIVE INDEPENDENT BOARD MEMBER & OPERATING PARTNER

- **10:00 - 10:20** IMMERSIVE TRANSMEDIA STORYTELLING: REAL AWARD-WINNING BUSINESS CASE EXPERIENCES
  CARLOS J. OCHOA - FOUNDER & ADVISOR ONE DIGITAL CONSULTING
  AMY PECK - FOUNDER AND CEO ENDEAVORXR
- **10:20 - 10:50** INTELLIGENT (AI-BASED) IMMERSIVE EDUCATION: REIMAGINING LEARNING IN THE AGE OF SPATIAL INTELLIGENCE
  CARLOS J. OCHOA - FOUNDER & ADVISOR ONE DIGITAL CONSULTING
  ELIZABETH BARON - FOUNDER IMMERSIONARY ENTERPRISES
  CAROLINA CRUZ - NATIONAL ACADEMY OF ENGINEERING, AGERE CHAIR AT THE DEPARTMENT OF COMPUTER SCIENCE UNIVERSITY OF CENTRAL FLORIDA
  MARÍA RIBEIRO SOARES - CEO & FOUNDER IMMERSIV STUDIOS
- **10:50 - 11:30** THE NEW GENZ AND IMMERSIVE EXPERIENCES: THE POWER OF IMMERSIVE CONNECTIONS
  CARLOS J. OCHOA - FOUNDER & ADVISOR ONE DIGITAL CONSULTING
  MARÍA RIBEIRO SOARES - CEO & FOUNDER IMMERSIV STUDIOS
  AMY PECK - FOUNDER AND CEO ENDEAVORXR
- **11:30 - 12:00** THE FUTURE OF CONTENTS: DESIGNING THE LEARNING ECOSYSTEMS OF TOMORROW
  CARLOS J. OCHOA - FOUNDER & ADVISOR ONE DIGITAL CONSULTING
  ELIZABETH BARON - FOUNDER IMMERSIONARY ENTERPRISES
  CAROLINA CRUZ - NATIONAL ACADEMY OF ENGINEERING, AGERE CHAIR AT THE DEPARTMENT OF COMPUTER SCIENCE UNIVERSITY OF CENTRAL FLORIDA
  AMY PECK - FOUNDER AND CEO ENDEAVORXR
- **12:00 - 12:20** BREAKING DOWN LINKEDIN ALGORITHM
  CARLOS ORTIZ - COO STAMP
- **12:20 - 13:00** NEW FORMS OF COMMUNICATION – INFLUENCERS AND BEYOND
  RICARDO DÓMINE - CEO VOCALIS GROUP - PODCAST2U
  ROCÍO RAMOS - COUNTRY LEAD SPAIN REDDIT
  PHILIPPE GONZÁLEZ - CONFERENCE SPEAKER
  CELESTE GARCÍA DE LA BANDA - DIRECTOR COCINO CON CHEFS
- **13:00 - 13:40** DE LAS ONDAS AL STREAMING: LA EVOLUCIÓN DE LA RADIO DIGITAL
  ALBA GARCÍA - CMO VOCALIS GROUP
  JOSÉ MARÍA MOIX - DIRECTOR OF DIGITAL AUDIO AND NEW CONTENT ATRESMEDIA RADIO
  MAITE GOÑI - HEAD OF RADIO Y PODCAST EITB - PLATAFORMAS GUAU
  RICARDO DÓMINE - CEO VOCALIS GROUP - PODCAST2U
- **13:40 - 14:00** INSTRUCCIONES PARA SENTAR A UN KOALA EN EL COMITÉ DE DIRECCIÓN
  RICARDO LLAVADOR - FOUNDER AND CREATIVE DIRECTOR UNREALITY

ESPAÑA EMPRESA DIGITAL

LIDERAZGO ESPAÑOL

HOST: XAVIER DELGADO - LECTURER AND RESEARCHER AGENCIA CATALANA DE SALUD PÚBLICA

- **10:00 - 10:20** LIDERAZGO ESPAÑOL EN COMERCIO EXTERIOR
  IGNACIO BARTOLOMÉ - CEO HOW2GO
  JESÚS ORTIGUEIRA - DIRECTOR GENERAL PARTNER MEETING
  JUAN RAMÓN SUAREZ - CHAIRMAN INFEBEX
- **10:20 - 10:40** ESPAÑA COMO EPICENTRO DE IBEROAMÉRICA, POTENCIA ECONÓMICA MUNDIAL
  XAVIER DELGADO - LECTURER AND RESEARCHER AGENCIA CATALANA DE SALUD PÚBLICA
  SALVADOR MOLINA - PRESIDENT MADRID FINTEC
- **10:40 - 11:10** EL APOYO DE LOS PARQUES CIENTÍFICOS Y TECNOLÓGICOS A LA DIGITALIZACIÓN DE LAS EMPRESAS
  SOLEDAD DÍAZ - DIRECTORA GERENTE APTE
  JAVIER SACRISTÁN - PROJECT COORDINATOR FOR ECOSYSTEM BUILDING, TECH TRANSFER, AI/IT AND INNOVATION FUNDACIÓN PTS GRANADA
  RAQUEL BERNARDO - DIRECTORA TORMES+, SALAMANCA TECH, AYTO SALAMANCA
  CARLOS MIRAS - TECHNICIAN IN THE INNOVATION AREA PARQUE CIENTÍFICO DE MURCIA (PCM)
- **11:10 - 11:50** TECNOLOGÍA CONTRA LA CORRUPCIÓN: CLAVE PARA EL LIDERAZGO Y LA COMPETITIVIDAD DE UN PAÍS
  FERNANDO SUÁREZ - PRESIDENT CONSEJO GENERAL DE COLEGIOS PROFESIONALES DE INGENIERÍA INFORMÁTICA - CCII
  JOSÉ GARCÍA - SECRETARY CONSEJO GENERAL DE COLEGIOS PROFESIONALES DE INGENIERÍA INFORMÁTICA - CCII
  JUAN VEGA - WHISTLEBLOWER PROTECTION ADVISORY MEMBER AUTORIDAD INDEPENDIENTE DE PROTECCIÓN DEL INFORMANTE
  KARINA GIBERT - PROFESSOR AND COFOUNDER OF THE INTELLIGENT DATA SCIENCE AND ARTIFICIAL INTELLIGENCE RESEARCH CENTER (UPC). DEAN OF THE COLLEGE OF COMPUTER ENGINEERING OF CATALONIA. UNIVERSITAT POLITÈCNICA DE CATALUNYA (UPC)
- **11:50 - 12:20** NUESTRO PATRIMONIO – COMUNICACIÓN Y APLICACIÓN DE NUEVAS TECNOLOGÍAS
  ALBA GARCÍA - CMO VOCALIS GROUP
  PEDRO ORTEGA - TECHNICAL ADVISOR FOR THE DEPARTMENT OF CULTURE, TOURISM, AND SPORTS AYUNTAMIENTO DE MADRID
  JAVIER ALONSO - FOUNDING DIRECTOR ATANGA + ARCHING
  EVA DE UÑA - INSTITUTIONAL AND CORPORATE COMMUNICATIONS SPECIALIST CENTRA CENTRO DE ESTUDIOS ANDALUCES
- **12:20 - 13:00** IMPULSANDO EL FUTURO: CLAVES PARA ACELERAR LA INNOVACIÓN EMPRESARIAL EN ESPAÑA
  VERÓNICA RAMÍREZ - DIRECTOR EURECAT MÁLAGA
  NACHO LIÑAN - COMMUNICATIONS OFFICER ENISA | EMPRESA NACIONAL DE INNOVACIÓN
  EMILIO IGLESIAS - HEAD OF AREA FOR INSTITUTIONAL PROMOTION AND TERRITORIAL COOPERATION, DIRECTORATE FOR INNOVATION POLICIES CDTI CENTRO PARA EL DESARROLLO TECNOLÓGICO INDUSTRIAL
- **13:00 - 13:20** INDUSTRIA, TECNOLOGÍA Y MARCA: EL NUEVO LIDERAZGO EN LA ERA DIGITAL
  PAULA BARTOLOMÉ - LEAPMOTOR IBERIA
- **13:20 - 13:40** EMPRENDEDORES Y DIRECTIVOS ESPAÑOLES: CÓMO SOMOS Y CÓMO LIDERAMOS
  BELÉN MUNICIO - COMMUNICATION MANAGER CLUSTER
  FRAN PIERA - GENERAL PARTNER SUCCESSFUL FUND I FCRE
  GUILLERMO FALCO - OPERATING PARTNER GOHUB VENTURES
- **13:40 - 14:00** METALIDERAZGO E IA: EL NUEVO PARADIGMA DE LA PREVENCIÓN Y LA EFICIENCIA HUMANA
  JORDI BENTANACHS - PRESIDENT ASOCIACIÓN EUROPEA DE INDUSTRIA, TECNOLOGÍA E INNOVACIÓN
  IGNACIO CAMPOY - CEO FORMACIÓN UNIVERSITARIA
  XAVIER PLADEVALL - CEO ACCIÓ PREVENTIVA

RETAIL TECH FEST AUDITORIUM

RETAIL & E-COMMERCE FORUM

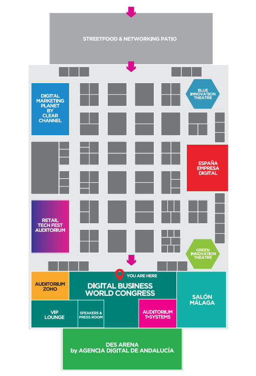
- **10:00 - 10:30** EL IMPACTO DE LA IA EN EL NEGOCIO DEL RETAIL
- **10:30 - 11:10** HERRAMIENTAS DE IA APLICADAS AL COMERCIO ELECTRÓNICO
  CARLOS GÓMEZ - CO-FOUNDER AND PARTNER AIKO CONTENT FACTORY
  JUAN CARLOS PEÑA - CHIEF DIGITAL & COMMERCIAL OFFICER CASH CONVERTERS ESPAÑA
  HECTOR PLA - CMO AT MELCHIOR WINE & MORE DECANTALO
  MARIA ESPAÑA - VISUAL MERCHANDISING ESPAÑA HOMA STORES
- **11:30 - 11:50** IA AGÉNTICA: CONCIENCIA ARTIFICIAL Y TOMA DE DECISIONES CORPORATIVAS
  PABLO GARCÍA - EXPERT DATA & AI T-SYSTEMS
- **12:40 - 13:00** FROM THE ORG CHART TO THE DYNAMIC ROSTER: HOW TEAMS ARE BEING REBUILT AROUND AI
  ADRIAN MARTÍN - SHAKERSWORKS
- **13:00 - 13:20** DISEÑADO PARA LA REALIDAD: CÓMO OFRECER EXPERIENCIAS DE RETAIL QUE COMBINAN LO HUMANO Y LA IA A GRAN ESCALA
  AURELIO GARCIA DE SOLA - SALES AND MARKTEING DIRECTOR CONCENTRIX
- **13:20 - 13:40** URBANTZ - URBANTZ AI ASSISTANT: RECONCILING PERFORMANCE, PROFITABILITY AND SUSTAINABILITY IN LAST-MILE DELIVERY
  MARIE THEPAUT - URBANTZ
  JOSARA MERJA - URBANTZ
- **13:40 - 14:00** MOLLIE - SIMPLIFICA TUS PAGOS, ACELERA TU CRECIMIENTO CON MOLLIE
  KEYLA GUTIÉRREZ - PARTNERSHIPS ACQUISITION MANAGER MOLLIE

BLUE INNOVATION THEATRE

- **10:45 - 11:00** ENISA - FINANCIACIÓN QUE CONSTRUYE FUTURO
  NACHO LIÑAN - COMMUNICATIONS OFFICER ENISA | EMPRESA NACIONAL DE INNOVACIÓN
  MIREIA SOLÀ - HEAD OF COMMUNICATIONS AND BRAND, SOCIAL MEDIA AND COMMUNITY BUILDER ENISA
- **11:00 - 11:15** TODOENCLOUD - LA IA QUE PUEDES GOBERNAR: SOBERANÍA CLOUD Y CONTROL EN LA ERA DE LA INTELIGENCIA ARTIFICIAL
  MANUEL ARGIZ - CEO TODO EN CLOUD
- **11:15 - 11:30** MENDO - DE LA ADOPCIÓN A LA AGENTIZACIÓN CONSTRUYENDO UNA ESTRATEGIA GENAI BASADA EN DATOS
  REMI HOTTOIS - MENDO AI
- **11:30 - 11:45** LEAP MOTOR
- **11:45 - 12:00** UIPATH - BEYOND AUTOMATION: ORCHESTRATING AI AGENTS, ROBOTS AND PEOPLE WITH UIPATH MAESTRO
  KOBI SHAAL - UIPATH
- **12:00 - 12:15** IA ORGÁNICA - EL SISTEMA OPERATIVO IA POST-AGÉNTICO
- **12:15 - 12:30** COSMIKAL - COMO EVITAR LA EXPOSICIÓN DE ACTIVOS CRÍTICOS EN EL PUESTO DE TRABAJO
  DANIEL COBO - CPO COSMIKAL
- **12:30 - 12:45** RAIOLA NETWORKS - AUTOMATIZACIÓN ASISTIDA CON IA: CUANDO DEJAMOS DE AUTOMATIZAR PROCESOS Y EMPEZAMOS A AUTOMATIZAR DECISIONES CON DATOS
- **12:45 - 13:00** GRUPO MAINJOBS - B2G 2.0: CUANDO LA INTELIGENCIA ARTIFICIAL SE ENCUENTRA CON LA CONTRATACIÓN PÚBLICA
  JUAN ANTONIO RAMÍREZ - GRUPO MAINJOBS
- **13:00 - 13:15** ORBITANT - SER AI-FIRST NO ES DAR LICENCIAS DE CLAUDE
  JOSE ANTONIO DORADO - CO-FOUNDER & CHIEF REVENUE OFFICER ORBITANT
- **13:15 - 13:30** NOKIA
- **13:30 - 13:45** RHYTMO

GREEN INNOVATION THEATRE

- **10:30 - 11:45** THE SCALE-UP! WORLD SUMMIT 2026 - RETAIL & ECOMMERCE
  CARMEN ADÁN - MANAGER LA SALLE TECHNOVA BARCELONA
- **11:45 - 12:30** QUÉ STARTUPS SÍ FINANCIAN LOS FONDOS EN 2026: MENOS HYPE, MÁS EJECUCIÓN
- **12:30 - 12:45** THE SCALE-UP! WORLD SUMMIT 2026 AWARDS CEREMONY
- **12:45 - 13:15** PRESENTACIONES STARTUPS JUNTA DE ANDALUCÍA
- **13:15 - 14:00** POLO / PROMALAGA - MACHINE LEARN, PEOPLE LEAD: CÓMO LA IA, EL METAVERSO Y LA GAMIFICACIÓN PUEDEN PREPARAR A TODA UNA GENERACIÓN PARA EL FUTURO
  PAULA FRAGUELA - POLO DE CONTENIDOS DIGITALES



14:00 DES ARENA by ADA CLOSING PARTY & COCKTAIL DES 2026

Last update 1/06/2026. Download the DES App to get the full agenda updated.