

Platforms ensuring transparent AI or ethics boards: companies innovate to be responsible

The second day of DES2025 addressed the importance of data governance and conscious technology use to ensure the stability and security of companies and public institutions

Margaret Mitchell, ex-Google and Chief Ethics Scientist at Hugging Face, together with executives from Mapfre, Engie or PepsiCo, among others, shared the value of data and its regulation to improve decision making

Madrid, June 11, 2025. – Artificial intelligence, data analytics and cloud computing are transforming the business landscape, while interacting with the regulatory environments that govern them. During the second day of [DES – Digital Enterprise Show 2025](#), Europe's largest event on exponential technologies, being held **June 10-12 in Malaga**, personalities such as **Margaret Mitchell**, founder of Google's Ethics department and current Chief Ethics Scientist at technology company Hugging Face, unpacked the key challenges and best practices to help business leaders navigate this landscape responsibly and effectively.

In this sense, **Mitchell** explained that ethics helps to avoid negative consequences, to design impact maps and to obtain a return on investment. *"One of the most difficult things to apply in foresight and ethics, in terms of artificial intelligence, is that we only know we have been successful when we manage to generate trust, something that can be measured according to the market. We can know if we are doing it right when the competition is doing it wrong"*, and he added that *"in the business context, we need to apply a standard that defines the values that will help us make decisions. However, we must define who provides the values"*. Likewise, the technology leader emphasized the disruption between ethics and competitiveness, which has intensified especially with the emergence of new players, such as DeepSeek and open-source tools from regions with diverse regulatory frameworks.

In terms of legislation, **Ceyhun Necati**, counsel at the international law firm, **Linklaters**, stressed the importance of regulatory contexts and stated that *"the European Union is a pioneer in regulation and legal perspectives of AI, so it is paramount to take new laws into account. Most of my clients are more concerned about how to use AI, rather than AI itself"*.

Implementing ethical strategies

Nowadays, organizations are facing the challenge and at the same time the advantages of applying AI in a conscious, transparent and sustainable way. Good governance and commitment to the use of data is key to generate trust and stability at the corporate level. In this regard, **Malú Delicado**, CIO at Mapfre, pointed out that their principles are aligned with regulations and that they act in an open and responsible way to ensure credibility in

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the company. *"We have turned governance into an opportunity. In fact, we have a platform that can evaluate all the AI we use in Mapfre, identify its transparency and its risks. The results of this platform are working and helping us understand and immediately address any issues we may have. Regulation is important, but it doesn't have to be a problem",* she explained.

For her part, **Marian de la Peña**, Chief Digital, Analytics and IT Officer at Engie, highlighted data management as her main priority, *"which must be aligned with the company's strategy. It is something we have to take care of because it is one of the main assets"*. In addition, in a highly regulated environment where millions of data are handled, the executive considered its governance with a business vision to be essential, as well as the application of intelligent solutions with good analytical methodologies, but also with an ethical approach. In relation to the integration of AI, he stressed *"that there is a game changer because now we have to reimagine processes. Everything is going to be affected, and we are working on that"*.

Similarly, **Jose Senra**, Global Director Data Management Operations at PepsiCo, considered data *"as a strategic asset for companies"*, where optimizing it and having a business planning is essential for decision making. In terms of governance, he highlighted the importance of morality in AI. *"Recently, we have published a global policy for responsible AI use, which is good for consumers, customers, employees and all people. In addition to having usage requirements, we have a global AI council, and it makes sure that any product is delivered with the right architecture and security"*.

Along similar lines, **José Ignacio Esteban de Vargas**, Design and Operation of the Change Management Office at AXA Seguros España, has expressed the importance of managing data with a connection to the CEO. The expert considered that for the strategy to succeed *"the main concept is to convince all the people working in the data management process that they are important in their work. The managers must help them. We must speak the same language and it is not easy because we were talking about data. But if we tell them that 'data lakes' - repositories that store large amounts of data in its original form - is what makes you win, if it's interesting for you, they understand"*.

Climate impact of AI

The environmental footprint has also dominated the debate in terms of AI adoption. **David Villaseca**, Chief Digital Officer at Moeve, detailed that *"sustainability is another axis that we need to recognize, as artificial intelligence consumes a lot of energy. We must make sure we use it in a way that can also reduce the impact and monitor it to really reduce this consumption"*. **Carlos Asensio**, Head of Digital Planning, Data and Artificial Intelligence Governance at Iberdrola, had the same opinion, stating that *"it is also important to offer security in terms of ESG through the delivery of certificates. We recognize the capabilities offered by AI and how it can generate efficiency and cost savings. We have an exceptional opportunity to rethink the way we work"*, he said.

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