



The challenges of the CIO to reach the management boards in companies

CIOs from leading companies such as GBFoods, Volkswagen, Merck, Amadeus, or LaLiga will delve into the adoption of cloud solutions to boost the competitiveness of their businesses

Secure and accessible multicloud, data management and AI integration, IT managers' biggest objections

Madrid, 08 June 2023. – CIOs (Chief Information Officers) have become increasingly important in the decision-making bodies of companies. As drivers of innovation, they have gone from making technological decisions to being significantly involved in the business plan or in talent recruitment processes and, consequently, in the sphere of the company itself. In this regard, market surveys conducted in 2023 reveal that 80% of CIOs say that business strategies will become an important part of their role in the next two years.

For all these reasons, [DES – Digital Enterprise Show 2023](#), the largest European event on exponential technologies, which will take place from **June 13 to 15 in Malaga**, will dedicate a specialized forum, the CIO's Summit, to address the significant role that CIOs are developing in companies. **Jose Fernández**, Partner of Kyndryl; **Raúl Jiménez**, Managing Director of the Digital Agency of Andalusia; **Diego Escalada**, CDO of the technological solutions company, INNOCV Solutions; or **Rubén Andrés**, CIO of EVO Banco, will be some of the executives who will study the current transformation of CIOs. This figure is moving towards a more decisive role marked by the increased digitization of corporations.

Cloud and data as business drivers

Cloud computing has become one of the key growth and efficiency factors for any company. The irruption of the cloud, in its different possibilities (public cloud, private cloud or multicloud) has brought enormous competitive advantages: from teleworking, saving physical infrastructure, and the possibility of storing a large amount of information. In fact, 81% of companies have confirmed that they plan to increase their budgets for public cloud investment.

In this context, CIOs will discuss the importance of security, reliability and accessibility of cloud resources. **Bruno Méndez**, CEO of CIONET, together with experts such as **Nacho Arrieta**, Solutions Engineering Director at VMWare, **Zigor Gaubeca**, Engineering and Technology Director at Grupo Aire; **Noel Bravo**, Cloud Practice & Alliances VP at Kyndryl Spain and Portugal; **Enrique J. Celma**, Director of Business Development Digital Agenda at Intel, and **Alicia Sáez**, Digital Transformation Director at GBFoods, will delve into the occupations and concerns of 2023 for CIOs with relevant topics such as the cloud for effectiveness, data and business agility.

It is precisely business agility that has become another key element in adapting to market changes. A conversation between **Félix Jimeno**, CIO of ACS Group; **María José Sesarino**, CIO of Lefevre; **Manuel Tarrasa**, CIO of Prosegur, and **Alejandro Expósito**,



Digital Innovation & cultural transformation Head at Merck, will analyze the new trends that are transforming the role of the CIO. These include, in addition to agility, the adoption of cloud solutions, the management and use of data as strategic assets and the integration of Artificial Intelligence in business processes.

In addition to the benefits of making the leap to the cloud, the conference will also address the regulatory challenges posed by cloud architecture. **Regis Louis**, Vice President Cloud Strategy at Oracle EMEA, will provide the company's expertise in distributed cloud in order to offer business flexibility and provide stronger digital sovereignty. In addition, Louis will present Oracle's EU Sovereign Cloud, a project that enables organizations to deploy sensitive applications in the cloud in accordance with the European community's data privacy and sovereignty requirements.

Boosting business growth

The figure of the CIO has also been positioned as a rising value for driving business expansion, expense management and talent management. Within this framework, **Miguel Ángel Leal**, Director of Technology and Innovation at LaLiga; **Anna Sánchez**, CIO and CDO at Grupo Volkswagen Distribución España; **David Villaseca**, Chief Digital Officer at Cepsa; and **Rocío López**, CIO at ING, will analyze the contribution of innovation managers in pioneering growth strategies in boards of directors. In addition, **Santiago Franco**, Global CIO of Amadeus, will share, through a success story of the company, how they improve the employee experience and try to adapt to the constant innovation of the market.

In fact, it is this permanent innovation that allows the CIO to evolve and move the company forward at the same pace as the technological ecosystem, with the aim of becoming more efficient. **Gonzalo Martínez**, IT Global Director of the logistics operator, Logisfashion; **Pablo Montoliu**, Chief Information & Innovation Officer at the insurance company Aon; **Alberto Almajano**, CIO of the medical technology company B. Braun; **Esther Mateo**, General Director of Security, Processes and Corporate Systems at ADIF; and **José Andrés López de Fez**, Senior Director of Operations, Quality and IT at the combat vehicle company General Dynamics European Land Systems, will present the methods by which CIOs discover innovation and apply it to their business areas.