



The CIO's new tech trinity: Agentic AI, cyberdefense and quantum computing

From June 10 to 12, DES2025 will examine the strategic role of IT managers in a landscape shaped by the exponential evolution of digital solutions and data management

Leaders and CIOs from PepsiCo, Mapfre, Allianz, L'Oréal or Logisfashion, among others, will share their strategies to strengthen corporate development through innovation and resilience

Madrid, May 19, 2025. – In a context of permanent technological disruption, the CIO (Chief Information Officer) has evolved from a technical profile to a key figure in the definition of business direction. Thus, its role now goes beyond ensuring the operability of systems, leading critical actions that impact the competitiveness and growth of organizations. The massive adoption of artificial intelligence, the unceasing challenge of cybersecurity and the growing value of data are some of the factors that have redefined their priorities. In fact, according to the State of the CIO 2025 report, for 38% of these technology leaders, the top priority now is to monetize data and translate it into tangible benefits for the company.

With this scenario, [DES – Digital Enterprise Show 2025](#), the largest European event dedicated to exponential technologies, which will take place from June **10 to 12 in Malaga**, will study the evolution to which this profile is being subjected. Specifically, it will do so at the CIO Summit, the meeting that will bring to the table the new tasks and skills that must be available to those responsible for systems and technologies to promote the proper digitization of their respective organizations.

One of them is the ability to manage change at a time when the advance of digital solutions, such as artificial intelligence, is progressing at an accelerated pace, giving rise to pioneering concepts such as agentic AI. In this regard, **José Andrés López**, Senior Director of Information Technology at the defense firm General Dynamics European Land Systems; **Gonzalo Martínez**, CIO at the logistics operator Logisfashion; and **Carlos Muñoz**, Director of Infrastructure and Information Security for Iberolatam at Allianz Executive, will explore at DES2025 what this tool consists of and will show its potential to automate complicated decision-making processes.

In the global sphere, the role of the CIO has also been marked by geopolitical tensions and threats arising from the rise of digital aggression. In this environment, technology leaders face unprecedented challenges and opportunities. **Pablo Giancarlo**, CIO Iberia at freight specialist Rhenus Air & Ocean, and **Judith Gil**, Director of Transformation and Projects at Mutua Madrileña, will address how international tensions, fragile supply chains and cybersecurity are reshaping the responsibilities of this professional as they seek to continue to drive innovation.

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Along with the unstoppable progression of AI and the difficulties arising from the international scenario, quantum computing is another of the issues that concern CIOs due to its capacity to process data. For this reason, DES2025 will be attended by experts of the stature of **Javier López**, professor at the University of Málaga, or **David González**, CISO at Coren, among others, who will explain the risks posed by this emerging technology in relation to sensitive information and ways to protect it.

In addition, executives such as **Marian de la Peña**, Chief Digital, Analytics and IT Officer at Engie; **José Ignacio Esteban**, Design and Operation of the Change Management Office at AXA Seguros Spain; and **José Senra**, Global Data Management Operations Director at PepsiCo, will share their vision on the challenges that organizations must face when handling large volumes of data, highlighting the importance of effective governance.

A governance on which, likewise, **Malú Delicado**, CIO at Mapfre, will reflect, emphasizing methods to ensure an ethical and transparent implementation of artificial intelligence. Delicado will share best practices and regulatory approaches that firms can adopt to responsibly manage AI technologies while maintaining trust in their operations.

The CIO beyond digital strategy

The reference meeting on exponential technologies in Europe will also highlight the knowledge that the CIO can contribute to measuring the return on investment in digital solutions. **Fabiana Santamaría**, Senior Account Executive at T-Systems Iberia; **Maite Morales**, CDO at L'Oréal; **Jordi Parera**, CIO at Affinitas Education; and **Jesús Cabet**, CIO and CDO at Persán, will share their perspectives on the alignment of technology strategies with business objectives, demonstrating tangible results.

In turn, DES2025, led by **Raúl Prieto**, IT Director at Mapfre, will reveal the contribution that the CIO is making in talent management, improving the employee experience and promoting an organizational culture in which digital initiatives have become a key element.

About DES | Digital Enterprise Show (June, 10-12, 2025, FYCMA, Málaga - Spain): DES – Digital Enterprise Show is an event organized by Nebext – Next Business Exhibitions in collaboration with Málaga City Council and the Andalusian Regional Government. In its seven editions, it has become Europe's largest professional event on exponential technologies and a global benchmark for offering senior executives the latest solutions and products to support large corporations, SMEs, and European public administrations in their digital transformation. Over three days, DES combines technology and innovation with digital leadership, technological solutions for improving customer and employee experience, operational process optimization, and identifying new business models, services, and products across all industries.

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