



MEDIA AGENDA | #DES2025
DES – DIGITAL ENTERPRISE SHOW 2025

TUESDAY 10 JUNE

10:00 – 10:20h Main Auditorium ADA	<i>CEO & Leadership Summit</i> Beyond the hype: E-Agi, Quantum, Bcis – Grounded realities & risks vs. futuristic long tail projections <ul style="list-style-type: none"> • David Vivancos, CEO at Artificiology.com
10:00 – 10:20h Retail Tech Fest Auditorium	<i>Retail Tech Fest</i> Spain, the Ecommerce Hub in Europe <ul style="list-style-type: none"> • Susana Voces, President at Adigital
10:00 – 10:40h Auditorium Oracle	<i>CEO & Leadership Summit</i> IA & Quantum vs. Cibercrimen: la batalla definitiva <ul style="list-style-type: none"> • Nieves Gutiérrez, Head of Cibersecurity – Europe at Campofrío Food Group • Julio Gómez, Principal Solutions Architect at Elastic • Raúl Moreno, CISO & CTO at Fertiberia • Josep Bardallo, CISO & DPO at Recoletas Salud
10:20 – 10:40h Main Auditorium ADA	<i>CEO & Leadership Summit</i> Empowering innovation with responsible AI <ul style="list-style-type: none"> • Richard Benjamins, CEO at OdiselA
10:40 – 11:00h Main Auditorium ADA	<i>CEO & Leadership Summit</i> MasOrange: investment and innovation for business transformation <ul style="list-style-type: none"> • Meinrad Spenger, CEO at MasOrange
11:00 – 11:20h Main Auditorium ADA	<i>CEO & Leadership Summit</i> Large Quantitative Models (LQMs): AI beyond LLMs <ul style="list-style-type: none"> • Fernando Domínguez Pinuaga, Vice President at SandboxAQ
11:10 – 11:40h Auditorium T-Systems	<i>Banking & Insurance</i> Top tech success stories in banking and insurance <ul style="list-style-type: none"> • Fernando de Santos, Coordinador CoE IA at Ibercaja • Mónica Campanet Torres, Head of Operations & IT at Bizum • Nestor Álvaro, Director of AI at Santalucía Seguros
11:50 – 12:30h Retail Tech Fest Auditorium	<i>Retail Tech Fest</i> Generative IA in ecommerce: Redefining content creation in sales <ul style="list-style-type: none"> • Arianna Iseppi, Country Lead at Alibaba.com • Jaume Riutord, Founder and CEO at Habitium • Carles Aragones, Ecommerce & CRM Director at Group SEB
12:00 – 12:20h Auditorium Oracle	<i>Cibersecurity</i> Cybersecurity in the age of AI, Quantum, and a shifting geoeconomic landscape <ul style="list-style-type: none"> • Alex Romero, Founder & CEO at Alto Intelligence
12:20 – 13:00h Auditorium Oracle	<i>Cibersecurity</i> 2026 Cybersecurity trends: Preparing for the next big threat <ul style="list-style-type: none"> • Belén Brunet, Director of Digital and Operational Technology at Coca-Cola Europacific Partners

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	<ul style="list-style-type: none"> • Valentina Ponasova, Security Awareness Analyst at TUI • Miguel Almeida, Country Manager Westcon Iberia • Eugenia Hernández, Member of the Military Life Observatory at Spanish Congress of Deputies
12:20 – 13:10h Main Auditorium ADA	<p><i>CEO & Leadership Summit</i></p> <p>Shaping the future of work: Securitas, Repsol, Ferrovial, Mango and Gbfoods</p> <ul style="list-style-type: none"> • Álvaro Vázquez, People Management Director Securitas Direct Iberia, Italy & LatAm at Securitas Direct • Mireia Galofré, Global Total Rewards & Organization & People Analytics Director at Mango • Guille Lorbada, Head of New Ways of Working at Repsol • Diana Arias, HR Director at GBfoods España • Alberto Terol, Head of Digital Change Management at Ferrovial
12:40 – 13:10h Auditorium T-Systems	<p><i>Artificial Intelligence</i></p> <p>La IA: herramienta clave y transversal para la industria</p> <ul style="list-style-type: none"> • Emilio Martín, Principal data scientist at Repsol • Rafael Guzmán, Data Science & AI Lead at Airbus • Belén Minguez, Senior Data Scientist at ITP AERO
15:30 – 16:00h Main Auditorium ADA	<p><i>CEO & Leadership Summit</i></p> <p>Leading digital transformation in an exponential tech era</p> <ul style="list-style-type: none"> • Xavier Rebés, Digital & Innovation Director at TOUS Jewelry • David Nicholson, Senior Vice President & Global Technology Advisor at The Futurum Group • Jordi Saez, CEO at Clear Channel Spain
16:20 – 16:30h Main Auditorium ADA	<p><i>CEO & Leadership Summit</i></p> <p>Tendencias globales en IA y competitividad</p> <ul style="list-style-type: none"> • Miguel Escassi, Head Of Government Affairs And Public Policy at Google Spain And Portugal
16:30 – 17:00h Main Auditorium ADA	<p><i>CEO & Leadership Summit</i></p> <p>Opening Ceremony</p> <ul style="list-style-type: none"> • Óscar López, Minister for Digital Transformation and Public Administration at the Government of Spain • Francisco de la Torre, Mayor of Malaga • Antonio Sanz, Regional Minister for the Presidency, Interior, Social Dialogue and Administrative Simplification at the Government of Andalusia • Francisco Salado, President of Malaga Provincial Council
16:30 – 17:00h Auditorium T-Systems	<p><i>Tourism & Hospitality</i></p> <p>Hospitalidad reinventada: tendencias digitales que redefinen la experiencia del huésped</p> <ul style="list-style-type: none"> • Joaquín Janer, CEO at BlueBay Hotels & Resorts • Marc Planas, CIO at Catalonia Hotels & Resorts

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	<ul style="list-style-type: none"> • Lucía Martínez, CIO at AR Hotels and Resorts • Francisco Vargas, CIO at Lopesan
17:00 – 17:30h Main Auditorium ADA	<p><i>CEO & Leadership Summit</i></p> <p>Tech future: Innovation and critical thinking</p> <ul style="list-style-type: none"> • Alexandre Bento, Infrastructure General Manager Group at Lenovo Iberia • Jesús Mantas, Global Managing Partner at IBM • Carne Artigas, Senior Fellow at Harvard Belfer Center. Co-Chair UN AI Advisory Body (2023-2024)
17:10 – 17:50h Retail Tech Fest Auditorium	<p><i>Retail Tech Fest</i></p> <p>Construir confianza online en la era de la desconfianza digital</p> <ul style="list-style-type: none"> • Daniel Arribas, General Director of Consumer Affairs at Ministerio de Derechos Sociales, Consumo y Agenda 2030 • María Lafuente, Institutional Relations at OCU • Tiziana Tallaro, General Manager at Confianza Online
17:20 – 17:40h Auditorium T-Systems	<p><i>Entertainment & Sport</i></p> <p>Marrying an AI: exploring the future of human-machine relationships</p> <ul style="list-style-type: none"> • Alicia Framis, Artist and Innovator
17:40 – 18:10h Main Auditorium ADA	<p><i>Entertainment & Sport</i></p> <p>Entertainment & sports contents: How the tech context impacts creation</p> <ul style="list-style-type: none"> • Sara Moreno, Head of Operations at TikTok • Paula Palomino, Director of Twitch Global Spanish Partnerships • Emilio García, Former Associate Vice President & Head of Marketing- LATAM at NBA & General Business Director at Real Betis Balompié
17:50 – 18:10h Main Auditorium ADA	<p><i>CEO & Leadership Summit</i></p> <p>The Imec story: 40 years of semiconductor innovation & future plans in Spain</p> <ul style="list-style-type: none"> • Jo De Boeck, EVP and Chief Strategy Officer at imec
18:10 – 18:40h Main Auditorium	<p><i>CEO & Leadership Summit</i></p> <p>AI: the key to business competitiveness</p> <ul style="list-style-type: none"> • Isabel Vaca, CIO at Acerinox • Rafael Blesa, CIO at Naturgy • Pablo De La Puente, CIO at Gestamp