

CEO & HR LEADERSHIP Summit

10 JUNIO



10 Junio 2025 | 9:45-10:00 | MAIN AUDITORIUM

WELCOME TO DES2025 by Sandra Infante & Alezeya Sánchez

10 Junio 2025 | 10:00-11:40 | MAIN AUDITORIUM

- Beyond the hype – Futuristic long tail Projections
- From Generative Models to Autonomous Systems. Cases Studies.
- Large Quantitative Models: AI Beyond LLMs
- Success stories in innovation and growth



DAVID VIVANCOS
CEO
ARTIFICIOLOGY



RICARD BENJAMINS
CEO
OPISELA



FERNANDO DOMÍNGUEZ
VICE PRESIDENT
SANDBOXAQ



HAZEL DIEZ
Global Chief Information
Security
Santander

10 Junio 2025 | 12:00-12:20 | MAIN AUDITORIUM

- Leadership in Conversation: Insights from the CEO and CHRO
- Navigating Disruption: The Strategic Partnership between the CEO & HR



MODERADOR
NACHO VILLOCH
Chief Inspiration Officer
KamiWaza



ORIOI SEGARRA
CEO
Uriach



DAVID CANTALLOPS
Chief People & Culture
Uriach

10 Junio 2025 | 12:20 - 13:10 | MAIN AUDITORIUM

- Shaping the Future of Work
- Leading the Talent into a Digital & IA Culture
- Trends, Challenges, and Best Practices in a Digital, Data-Driven, and AI Landscape



MODERADOR
JUAN DIAZ-ANDREU
Client Partner
Alexander Hughes



ÁLVARO VÁZQUEZ
Dir. Gestión Personas
Iberia & Latam
Direct



DIANA ARIAS
HR Director Spain
GB España



ALBERTO TEROL
Head of Digital Change
Management
ferrovial



MIREIA GALOFRE
Global Total Rewards, Organization
& People Analytics Director
MANGO



GUILLE LORBADA
Head of New Ways
of Working
REPSOL

10 Junio 2025 | 13:20 - 14:00 | MAIN AUDITORIUM

A visión of the pass, present and
future of Leadership



JAVIER SAN JUAN
Former Président
L'ORÉAL

10 Junio 2025 | 14:00 - 16:30 | PAUSA ALMUERZO

10 Junio 2025 | 16:50 - 17:20 | ESPAÑA DIGITAL

TENDENCIAS 2025: La IA en los negocios



JOANA SANCHEZ
CEO & Founder
INCIPY

BEST PRACTICES: La IA como Transformadora de Negocios



PACO SANCHEZ
CEO
LOLA CASADEMUNT



CRISTIAN FONDEVILA
CEO
SIXminds

10 Junio 2025 | 17:20 - 18:00 | ESPAÑA DIGITAL

TENDENCIAS 2025: La IA en RRHH



MIREIA RANERA
HR Digital & IA
Transformation Director
INCIPY



MARTA FUENTES
Human Resources
Director Caser Servicios
caser
Grupo Helvetia



NIEVES CASTRO
People Director
Spain & Portugal
TUV



ELENA SANZ
Chief People &
Communications Officer
BERGE