

DES
DIGITAL
ENTERPRISE
SHOW

**MACHINES LEARN
PEOPLE LEAD**

AI / CLOUD / CYBERSECURITY / DATA / QUANTUM / MARTECH

9-11
JUNE 2026
MÁLAGA - FYCMA
#DES2026



LEADERSHIP & HR SUMMIT - 9 JUNIO

9 Junio 2026 | 12:20 - 12:40 | MAIN AUDITORIUM

FROM AI TO WELLBEING:

The Repsol Case: SaludIA



ENRIQUE FERNÁNDEZ PUERTAS
DIRECTOR DE TALENTO, CULTURA Y TRANSFORMACIÓN



CRISTINA ORDÓÑEZ
SUBDIRECTORA DE SALUD Y BIENESTAR



9 Junio 2026 | 12:40 - 13:10 | MAIN AUDITORIUM

HUMANIZING AI AT SCALE:

Ethics, trust, purpose and the future of work



SERGIO CORTÉS
COUNTRY MANAGING CHIEF DIGITAL, DATA, & AI OFFICER



BEATRIZ VILA
CHIEF PEOPLE, CULTURE & COMMS OFFICER



9 Junio 2026 | 13:10 - 13:40 | MAIN AUDITORIUM

TALENT WARS 2026:

Skills Over Jobs, AI Transformation, and Wellbeing as Strategy



ROSER BONANCIA
DIRECTOR TALENT MANAGEMENT



ANDRÉS ORTEGA
CHIEF PEOPLE OFFICER



MAR ROMERO
PEOPLE & ESG DIRECTOR, EUROPE



9 Junio 2026 | 13:40 - 14:00 | MAIN AUDITORIUM

CLOSING THE GAP BETWEEN TECHNOLOGY AND CULTURE TO ACCELERATE BUSINESS GROWTH



LARISSA MURMANN
VICE PRESIDENT GLOBAL COMMERCIAL PEOPLE FUNCTION



9 Junio 2026 | 14:00 - 16:30 | PAUSA ALMUERZO

9 Junio 2026 | 16:50 - 17:30 | ESPAÑA DIGITAL

TENDENCIAS 2026:

La IA en la empresa



JOANA SANCHEZ
CEO & FOUNDER



BEST PRACTICES:

Casos reales Transformación AI Driven



MÓNICA PARADA
HEAD OF ECOMMERCE ACQUIRING BUSINESS



TONI NAVAS
DIGITAL TECH & TRANSFORMATION DIRECTOR



ESTHER FELIX
CHIEF INNOVATION AND TRANSFORMATION OFFICER



9 Junio 2026 | 17:30 - 18:10 | ESPAÑA DIGITAL

TENDENCIAS 2026:

La IA en RRHH



MIREIA RANERA
HR DIGITAL & IA TRANSFORMATION



IMPACTO REAL IA EN:

Recruitment / Employer Branding / Cultura



DAVID GARROTE
TALENT ACQUISITION, EMPLOYER BRANDING & DEI SENIOR MANAGER



CRISTINA PLAZA
DIRECTORA RRHH Y RESPONSABILIDAD CORPORATIVA



DIGITAL MARKETING PLANET - 10 JUNIO

10 Junio 2026 | 11:00 - 11:20

AI POWERED MARKETING: "SANOFI: The Shift from AI projects to AI Culture"



SILVIA SASTRE
HEAD OF OMNICHANNEL CAPABILITIES IBERIA

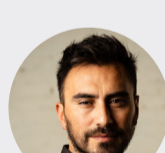


VANESSA ESTORACH
INNOVATION & DIGITAL DIRECTOR



10 Junio 2026 | 13:00 - 13:40

AI FOR OMNICHANNEL MARKETING.



CESAR SALINAS
AI TRANSFORMATION DIRECTOR



JORGE POU
INNOVATION & COMMERCIAL ACCELERATION DIRECTOR



RICARD CASTELLET
HEAD OF DIGITAL TRANSFORMATION



FLORENCIO CASTRO
CXO



CIO SUMMIT - 10 JUNIO

10 Junio 2026 | 11:40 - 12:20

IA & DATA DRIVEN: REAL CASES.



PIER PAOLO ROSSI
CHIEF DATA & IA OFFICER



DANIEL PI
DATA & AI DELIVERY ASSOCIATE DIRECTOR



FERNANDO SAN GERMAN
CHIEF DIGITAL TRANSFORMATION OFFICER & CIO



JAVIER DÚCTOR
BUSINESS TECHNOLOGY PARTNER



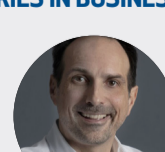
HEALTH & LIFE SCIENCES - 10 JUNIO

10 Junio 2026 | 17:20 A 17:40

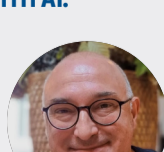
IA FOR HEALTH- SUCCESS STORIES IN BUSINESS WITH AI.



PIER PAOLO ROSSI
CHIEF DATA & IA OFFICER



DANIEL UTRILLAS
DIRECTOR DE TRANSFORMACIÓN DIGITAL



JUAN RAMÓN SEGURA
BUSINESS DEVELOPMENT MANAGER

