
**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 | 12:00 - 12:20 | MAIN AUDITORIUM
**LIDERAZGO
AI DRIVEN EN
LAS EMPRESAS
Y EL IMPACTO
EN EL SECTOR
TECNOLÓGICO**

JOANA SANCHEZ
 CEO & FOUNDER


FRANCISCO HORTIGÜELA
 PRESIDENTE


MIREIA RANERA
 HR DIGITAL & IA TRANS-
FORMATION DIRECTOR

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**

JUAN DÍAZ-ANDREU
 MANAGING
PARTNER

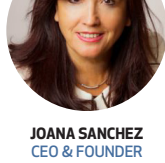

ANDRÉS ORTEGA
 CHIEF PEOPLE
OFFICER

PETITPALACE

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:
Transformación AI Driven

JOANA SANCHEZ
 CEO & FOUNDER

BEST PRACTICES:
Casos reales de tres Industrias que rediseñan su liderazgo empresarial

TONI NAVAS
 DIGITAL TECH & TRANS-
FORMATION DIRECTOR


ESTHER FELIX
 CHIEF INNOVATION AND
TRANSFORMATION OFFICER


ISIDRO VELIS
 PRODUCT STRATEGY
DIRECTOR

9 Junio 2026 | 17:30 - 18:10 | ESPAÑA DIGITAL
TENDENCIAS 2026:
La IA en RRHH

MIREIA RANERA
 HR DIGITAL & IA
TRANSFORMATION DIRECTOR

IMPACTO REAL IA EN:
Recruitment / Employer Branding / Cultura

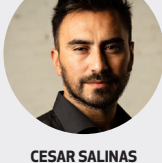
DAVID GARROTE
 TALENT ACQUISITION, EMPLOYER
BRANDING & DEI SENIOR MANAGER


CRISTINA PLAZA
 DIRECTORA RRHH Y RESPON-
SABILIDAD CORPORATIVA

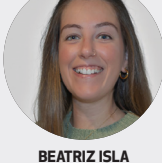
DIGITAL MARKETING PLANET - 10 JUNIO
10 Junio 2026 | 11:00 - 11:20
AI POWERED MARKETING:
**"SANOFI: The Shift from AI
projects to AI Culture"**

SILVIA SASTRE
 HEAD OF OMNICHANNEL
CAPABILITIES IBERIA


VANESSA ESTORACH
 HEAD OF SAP KEY USERS
STRATEGY & ADOPTION

10 Junio 2026 | 13:10 - 13:40
UN NUEVO SÚPER PODER: AI OMNICHANNEL MARKETING

CESAR SALINAS
 AI TRANSFORMATION
DIRECTOR


RICARD CASTELLET
 HEAD OF DIGITAL
TRANSFORMATION


BEATRIZ ISLA
 CUSTOMER EXPERIENCE
OMNICHANNEL LEADER


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