

# AGENDA

## The Future of IT & Cybersecurity CIO & CISO Think Tank

### SPEAKERS



**Manuel Ferreira**  
Chief Information  
Officer  
Perfumes &  
Companhia



**João Figueiredo**  
Enterprise & Cyber  
Security Portugal  
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**João Carlos Falcão**  
Head of Information  
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**Pedro Nunes Oliveira  
Machado**  
CS Director | DPO  
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**Dinesh Kumar**  
Director of  
Engineering  
NowNow

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**October 28, 2025**

Western European Time

**Registration**

8:30 AM-9:00 AM

**Morning Networking**

9:00 AM-9:30 AM

**Opening Remarks**

9:30 AM-9:40 AM

## VISION VOICES KEYNOTE

9:40 AM-10:05 AM

# Bridging the Gap: Mastering the Art of Business-Technology Harmony

Bridging the gap between business and technology is not easy and requires discipline and balance between technology, people, and the business. For so many organizations today, technology is the business. Technology needs to be understood as a critical enabler in every part of the organization from the front line to the back office. It creates new value by crunching data to deliver new insights, it spurs innovation, and it disrupts traditional business models. For business and technology leaders alike, new actions and behavioral changes can help their organizations make this shift. CIOs must take responsibility for problems, they should convey that when technology fails, many people typically share responsibility.

## KEYNOTE

10:10 AM-10:35 AM

# Data Revolution Leadership: CIOs at the Helm of Modernization for Strategic Value

This session explores the pivotal role of CIOs in modernizing data to unlock its full value. In the contemporary digital landscape, data stands as a strategic asset, and CIOs are at the forefront of harnessing its potential. The abstract emphasizes the CIO's responsibility in implementing cutting-edge technologies and data management strategies that go beyond mere storage, enabling organizations to derive actionable insights. By adopting innovative approaches, such as advanced analytics, artificial intelligence, and cloud solutions, CIOs can transform data into a valuable resource, driving efficiency, innovation, and informed decision-making across the enterprise. The discussion delves into the evolving responsibilities of CIOs in leading the charge towards data modernization, ensuring organizations remain competitive and agile in an increasingly data-centric world.

## Coffee Break

10:35 AM-10:55 AM

## PANEL

10:55 AM-11:40 AM

# Elevating Agility: The Strategic Imperative for CIOs in Prioritizing Cloud Engineering

In this session, we delve into the imperative for CIOs to prioritize cloud engineering in the contemporary digital landscape. As organizations increasingly rely on cloud computing for operational efficiency and innovation, CIOs play a central role in shaping robust strategies. The session emphasizes the strategic importance of cloud engineering in optimizing infrastructure, ensuring scalability, and fostering agile application development. Attendees will explore practical approaches to resource management, automation, and aligning cloud initiatives with overarching business goals. The discussion navigates the evolving realm of cloud technologies, highlighting how CIOs can strategically prioritize cloud engineering to drive competitiveness and resilience in the dynamic digital ecosystem.

## VISION VOICES

11:15 AM-11:30 AM

# Unleashing Innovation: CIOs Driving New Business Models through Scalable GenAI

In this dynamic session, we explore the symbiotic relationship between business evolution and the strategic role of Chief Information Officers. Focused on scaling generative artificial intelligence (GenAI) for new business models, the discussion delves into how CIOs can harness the transformative power of AI to drive innovation and reshape business paradigms. Participants will gain insights into practical approaches for integrating scalable GenAI solutions, exploring its potential to revolutionize operational efficiency, customer engagement, and overall competitiveness. The session places a spotlight on the pivotal role of CIOs in navigating the intersection of technology and business strategy, showcasing how they can spearhead initiatives that propel organizations into the next frontier of success.

## VISION VOICES

11:35 AM-11:50 AM

# Internet of Things (IoT) integration

As businesses increasingly adopt the Internet of Things (IoT) to optimize operations and improve customer experience, CIOs play a critical role in evaluating the benefits and risks of IoT adoption. They must carefully assess the security risks associated with IoT devices and ensure data security is adequately addressed. Furthermore, CIOs must possess the necessary expertise to effectively integrate IoT devices with existing systems and address issues related to data management, network connectivity, and interoperability. By taking a strategic approach to IoT adoption, CIOs can help their organizations unlock the full potential of this transformative technology while mitigating risks and ensuring data security.

## Lunch & Disruptor Showcase

11:50 AM-12:50 PM

### LUNCH & DISRUPTOR SHOWCASE

12:30 PM-12:45 PM

## Innovation Unleashed: Navigating the Future through IT Evolution with CIOs at the Helm

In this session, embark on a transformative exploration of the evolving landscape of IT operations. Delving into the strategic imperative for Chief Information Officers to reshape and modernize their IT operating models, the discussion unfolds the critical role technology plays in driving business success. Participants will gain practical insights into the adaptive strategies CIOs can employ to enhance organizational agility, foster innovation, and align IT with overarching business goals. Join us for a dynamic conversation that unveils the power of evolving IT operating models, empowering organizations to thrive in the ever-evolving digital age.

### VISION VOICES

12:50 PM-1:35 PM

## Revolutionizing Tomorrow: A Deep Dive into Innovation through Emerging Technologies

In this strategic session designed for Chief Information Officers (CIOs), we delve into the transformative realm of "Innovate through Emerging Tech." As technology stewards, CIOs play a pivotal role in navigating the rapidly evolving landscape of emerging technologies—such as artificial intelligence, blockchain, and the Internet of Things. The session provides CIOs with actionable insights into leveraging these technologies to drive innovation within their organizations. Attendees will explore practical strategies for implementation, addressing potential challenges, and ensuring ethical considerations in adopting these disruptive technologies. Join us to empower your role as a technology leader and discover how CIOs can strategically leverage emerging tech to propel their organizations into the forefront of innovation.

### DISRUPTOR

1:40 PM-2:15 PM

## Fostering Digital Trailblazers: A Strategic Imperative for CIOs in 2024

Addressing the multifaceted challenges faced by CIOs in the contemporary technological landscape, the imperative to develop transformational leaders takes center stage. The heightened demand for innovation, enterprise-wide transformation, and evolving technology capabilities poses significant hurdles for CIOs, often leading to an overburdened IT department. To navigate this complexity, the focus shifts towards fostering digital transformation leaders, referred to as digital trailblazers. Gartner highlights leader and manager development as a top priority for HR in 2024, emphasizing the need for CIOs to collaborate with HR in tapping into training and development programs. By cultivating leaders skilled in transformation and change management, CIOs can enhance their department's capacity to oversee initiatives, standardize platforms, and deliver faster results, ultimately reducing friction to change within the organization. Looking ahead to 2024, this strategic approach becomes essential for CIOs seeking to strike the right balance in their digital transformation programs, avoiding the pitfalls of overpromising and under delivering.

### VISION VOICES

2:20 PM-2:35 PM

## The Future of Digital Strategy in a Rapidly Evolving

## Landscape

The future of digital strategy in a rapidly evolving landscape is poised to be both dynamic and transformative. As technology continues to advance at an unprecedented pace, organizations must adapt their digital strategies to stay competitive and relevant. Data-driven decision-making, AI and machine learning integration, and a seamless user experience will be at the forefront. With the growing importance of sustainability and ethical considerations, digital strategies will also need to incorporate responsible practices. Furthermore, the rise of new platforms and communication channels, such as virtual reality and augmented reality, will require businesses to be agile and innovative in their approach. Success in this evolving landscape will depend on a proactive and flexible approach to digital strategy, ensuring that organizations can not only keep up with change but also lead in shaping the digital future.

## Networking Break

2:35 PM-2:55 PM

### DISRUPTOR

## What's AI Doing for You?

2:55 PM-3:10 PM

The terms "Artificial Intelligence" and "Advanced Machine Learning" are often thought of interchangeably. While there is a relationship between AI and AML, to say they are the same thing is an oversimplification and misclassification. Rather, one begets the other with AI being the basic principle upon which AML is developed. As AI begins to mature and migrate away from purely advanced mathematical operations into decision making paradigms, AML steps forward as the predictive ability of machines to process vast quantities of data. As data and analytics becomes foundational to the way every business operates, AI and AML will become foundational capabilities.

### VISION VOICES

## Modern Pioneers: Navigating Digital Transformation in 2024

3:15 PM-3:30 PM

CIOs play a crucial role in driving their organization's digital transformation efforts. The COVID-19 pandemic has accelerated the adoption of digital technologies, and CIOs must continue to lead the way to stay competitive and meet the evolving needs of customers and employees. This requires a deep understanding of the organization's goals, processes, and IT infrastructure, as well as collaboration with other business leaders. By successfully leading digital transformation, CIOs can position their company for long-term success in a digital world.

### VISION VOICES

## Strategic Shifts: Reimagining Engineering Talent Deployment and Management in the Age of GenAI

3:35 PM-4:10 PM

Unlock insights into the evolving landscape of talent deployment and retention as board expectations drive CIOs to rethink traditional IT talent models. Explore the impact of GenAI on coding processes and the software engineering lifecycle, and discover strategies for optimizing talent allocation and headcounts. Gain actionable insights into defining new roles, cultivating essential skills, and charting GenAI-centric career paths to align with organizational goals and stay ahead in a rapidly changing technological landscape.

## Closing Remarks & Raffle Giveaway

4:10 PM-4:20 PM

## Cocktail Networking

4:20 PM-5:30 PM

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