

Executive Event

Journey to Generative Al

SPEAKERS



Team Manager | Data Cloud Sales Specialist & Al Partner Business Development EMEA



Javier Feixas Cloudera



Raúl Lopez Ortiz Senior Business Development Manager Telefonica



Vidal Martínez Gil Senior Business Development Manager Telefonica



Aldo Borsani Head of Cyber Gallagher



Víctor Álvarez Rico Director TI Vima Foods



Luis Martin Perez Digital Director



Hernandez Head of Data Europe



Juan Carlos Sanchez De La Fuente Regional VP Iberia (Spain & Portugal) Cloudera



Fernando Turrado Garcia Head of Data Science & AI Ocaso



Javier Trujillo Head, Operations & Transformation **Enterprise Analytics BBVA**



Patricia Sanchez-Montañes Principal Account Manager AWS



Manuel Rodriguez Agroseguro



Carlos Landazabal Angeli Chief Compliance & **Data Protection** Officer Swissport



Marta Rubió Chief Transformation Officer Servihabitat



Rosa de Frutos Head of Direct Business & Customer Service en Generali España Generali

Click Here to Register



Central European Time

Welcome & Registration

10:30 AM-11:00 AM

Opening Remarks

11:00 AM-11:10 AM

Data as your Differentiator for Gen Al

11:10 AM-11:40 AM

Generative AI is generic and commodity *unless* you can integrate data about your business and customers, and that requires a modern data strategy. While technology is a critical component, learn what else comprises a modern data strategy and hear best practices for getting started on your journey today.

PANELISTS



Innovation Showcase

11:40 AM-12:20 PM

PANELISTS



Javier Feixas Cloud Sales Specialist Cloudera



Vidal Martínez Gil Senior Business Development Manager Telefonica

Networking Break

12:20 PM-12:35 PM

Navigating the Generative AI Landscape

12:35 PM-1:25 PM

Let's explore the transformative potential of Generative AI, guided by insights from cloud experts and industry leaders. We'll delve into real-world examples of AI innovations, strategies for C-level executives to integrate AI successfully, and best practices for enhancing customer experiences and driving business growth. Our discussion will also cover the most anticipated advancements in Generative AI over the next 12-24 months and their potential impact on businesses. Additionally, we'll address the ethical and regulatory considerations surrounding AI use, and examine the build vs. buy decisions executives face when choosing AI solutions.

CHAIR



Tiziano Curci Team Manager | Data & Al Partner Business Development EMEA AWS

Juan Carlos Sanchez
De La Fuente
Regional VP Iberia
(Spain & Portugal)
Cloudera

PANELISTS



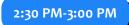
Patricia Sanchez-Montañes Principal Account Manager



Vidal Martínez Gil Senior Business Development Manager Telefonica

Executive Roundtable Lunch

1:25 PM-2:30 PM



TOGETHER WITH



