

AGENDA

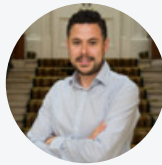
Executive Event

Journey to Generative AI

SPEAKERS



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



Javier Feixas
Cloud Sales
Specialist
Cloudera



**Raúl Lopez
Ortiz**
Senior Business
Development
Manager
Telefonica



**Vidal Martínez
Gil**
Senior Business
Development
Manager
Telefonica



Aldo Borsani
Head of Financial
Lines & Cyber
Gallagher



**Víctor Álvarez
Rico**
Director TI
Vma Foods



**Luis Martin
Perez**
Digital Director
LLYC



**Leonardo
Hernandez**
Head of Data
Europe
Howden



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



**Fernando
Turrado Garcia**
Head of Data
Science & AI
Ocaso



Javier Trujillo
Head of Operations
& Transformation
Enterprise Analytics
BBVA



**Patricia
Sanchez-
Montañes**
Principal Account
Manager
AWS



Manuel Rodriguez
CIO
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

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January 28, 2025

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 AI

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.

SPEAKER

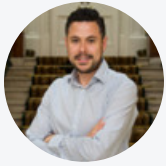


Tiziano Curci
Team Manager | Data & AI Partner Business Development EMEA
AWS

Innovation Showcase

11:40 AM-12:20 PM

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Javier Feixas
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**Vidal Martínez
Gil**
Senior Business
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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 & AI Partner
Business
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Executive Roundtable Lunch

1:25 PM-2:30 PM

Closing Remarks & Networking

2:30 PM-3:00 PM

TOGETHER WITH

