

AGENDA

Executive Event

Journey to Generative AI

SPEAKERS



Tiziano Curci
TeamManager | 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 Cyber
Gallagher



Víctor Álvarez Rico
Director TI
Víma Foods



Luis Martín Pérez
Digital Director
LLYC



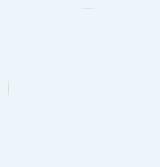
Leonardo Hernández
Head of Data Europe
Howden



**Juan Carlos Sánchez
de la Fuente**
Regional VP Iberia
(Spain & Portugal)
Cloudera



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



Javier Trujillo
Sr Manager, Ops &
Processes
Transformation
BBVA



**Patricia Sánchez-
Montañés**
Principal Account
Manager
AWS



Manuel Rodríguez
CIO
Agroseguro



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



Marta Rubiò
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.

PANELISTS



Speaker

Tiziano Curci

Team Manager | Data &
AI Partner Business
Development EMEA

AWS

Innovation Showcase

11:40 AM-12:20 PM

PANELISTS



Speaker

Javier Feixas
Cloud Sales Specialist
Cloudera

Speaker

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.

PANELISTS



Chair

Tiziano Curci
Team Manager | Data &
AI Partner Business
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**Juan Carlos Sanchez
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Principal Account
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Speaker

Vidal Martínez Gil
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Executive Roundtable Lunch

1:25 PM-2:30 PM

Closing Remarks & Networking

2:30 PM-3:00 PM

