

# 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 Cyber  
[Gallagher](#)



**Víctor Álvarez Rico**  
Director TI  
[Vma 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**  
COO  
[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.

### 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  
Development EMEA  
AWS



Speaker

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



Speaker

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



Speaker

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

## Executive Roundtable Lunch

1:25 PM-2:30 PM

## Closing Remarks & Networking

2:30 PM-3:00 PM

CLUSTERA

