

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
[Vima 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, 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.

PANELISTS



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[AWS](#)

Innovation Showcase

11:40 AM-12:20 PM

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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
& AI Partner Business
Development EMEA
AWS

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**Juan Carlos Sanchez
De La Fuente**
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Cloudera



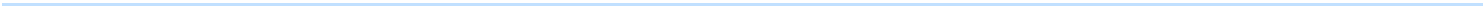
**Patricia Sanchez-
Montañes**
Principal Account
Manager
AWS



Vidal Martínez Gil
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Telefonica

Executive Roundtable Lunch

1:25 PM-2:30 PM



TOGETHER WITH

