

# 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



**Tiziano Curci**  
Team Manager | Data  
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Development EMEA  
[AWS](#)

## 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  
& AI Partner Business  
Development EMEA  
[AWS](#)

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## Executive Roundtable Lunch

1:25 PM-2:30 PM

## Closing Remarks & Networking

2:30 PM-3:00 PM

TOGETHER WITH

