

## 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](#)



**Victor 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**  
Sr Manager, Ops &  
Processes  
Transformation  
[BBVA](#)



**Patricia Sanchez-  
Montañes**  
Principal Account  
Manager  
[AWS](#)



**Manuel Rodriguez**  
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

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Team Manager | Data &  
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AWS

## Innovation Showcase

11:40 AM-12:20 PM

### PANELISTS



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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  
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Senior Business  
Development Manager  
Telefonica

# Executive Roundtable Lunch

1:25 PM-2:30 PM

# Closing Remarks & Networking

2:30 PM-3:00 PM

TOGETHER WITH

