



## MEDIA AGENDA | #DES2022

### DES-DIGITAL ENTERPRISE SHOW 2022

#### JUEVES 16 DE JUNIO

10:00 – 11:00h Main Auditorium	<p><i>CEO &amp; Leadership Summit</i></p> <p><b>How social media undermines democracy</b></p> <ul style="list-style-type: none"> <li>• <b>Siva Vaidhyanathan</b>, Professor &amp; Author The University of Virginia</li> </ul>
10:00 – 11:00h Innovation Arena	<p><i>The Scale-Up World Summit</i></p> <p><b>Pitches startups Junta de Andalucía</b></p> <p>Presentación de los proyectos más disruptivos de las startups de Investment forum @DES2022: Junta de Andalucía.</p>
10:00 – 10:15h Auditorium Personio	<p><i>Tourism &amp; Hospitality Forum</i></p> <p><b>Inauguración del Tourism &amp; Hospitality Forum</b></p> <ul style="list-style-type: none"> <li>• <b>Reyes Maroto</b>, Ministra de Industria, Comercio y Turismo Gobierno de España</li> </ul>
10:30 – 11:00h Auditorium Amazon Web Services	<p><i>Cybersecurity Series</i></p> <p><b>Error 404. ¿Preparados para un mundo sin internet?</b></p> <ul style="list-style-type: none"> <li>• <b>Esther Paniagua</b>, Award-winning journalist, author, lecturer and Forbes Top 100 Creative People in Business.</li> </ul>
11:00 – 13:00h Innovation Arena	<p><i>The Scale-Up World Summit</i></p> <p><b>World Business Angels Investors Week</b></p> <p>Plataforma en la que se debatirá sobre la importancia de la inversión de los Business Angels como una herramienta financiera imprescindible para impulsar las economías.</p>
11:00 – 11:30h Auditorium Amazon Web Services	<p><i>Cybersecurity Series</i></p> <p><b>Cooperation &amp; EU initiatives to support National Capabilities: Focus on cyber and digital technologies</b></p> <ul style="list-style-type: none"> <li>• <b>Javier Pardo de Santayana Gómez de Olea</b>, Head of Multilateral Cooperation on Armament Ministry of Defense - Armament Directorate</li> </ul>
11:20 – 11:40h Main Auditorium	<p><i>Main Auditorium</i></p> <p><b>Retail Reset in Action</b></p> <ul style="list-style-type: none"> <li>• <b>Dimas Gimeno</b>, Founder WOW</li> </ul>
11:30 – 12:30h Auditorium Amazon Web Services	<p><i>Cybersecurity Series</i></p> <p><b>Cybersecurity is more than Costs. New threats for the new times</b></p> <ul style="list-style-type: none"> <li>• <b>Zulayka Vera</b>, Cybersecurity Manager Seidor</li> <li>• <b>Enrique Valverde Peralta</b>, Senior Security Solutions Engineer VMware Security</li> <li>• <b>Paul Total</b>, OCI Security Specialist Senior Director, EMEA Oracle</li> <li>• <b>Antonio Navas Casado</b>, A&amp;IS Cybersecurity &amp; Resiliency Practice Leader Kyndryl Spain</li> </ul>



<p>11:30 – 12:30h España Pyme Digital</p>	<p><i>España Pyme Digital</i> <b>Crecimiento y Aceleración con Impacto. La Sostenibilidad es Negocio.</b></p> <ul style="list-style-type: none"> <li>• <b>Carmen González Carrasco</b>, Project Manager- Entrepreneurship &amp; Social Innovation Impact Hub Málaga</li> <li>• <b>Guillermo Oliva Galván</b>, Chief Strategy &amp; Transformation &amp; Supply Chain Officer Original Buff</li> <li>• <b>Victor Manuel Sánchez Toledano</b>, Founder &amp; Product Manager Sorbos</li> <li>• <b>Gabriel Campillo</b>, Managing Director Unlimited Spain</li> </ul>
<p>11:30 – 12:20h Auditorium Personio</p>	<p><i>CEO &amp; Leadership Summit</i> <b>Digital Techs to optimize customer Experience in Tourism</b></p> <ul style="list-style-type: none"> <li>• <b>Pablo Muñoz</b>, DX Solutions Architect Adobe Iberia</li> <li>• <b>Nacho Carnés</b>, City SightSeeing</li> </ul>
<p>11:30 – 12:30h Digital Marketing Planet</p>	<p><i>Digital Marketing Planet</i> <b>Innovación &amp; Tendencias 2022 en Marketing</b></p> <ul style="list-style-type: none"> <li>• <b>Carlos Picazo</b>, Head of Solutions &amp; GTM Adobe</li> <li>• <b>Iñigo de San Balamero</b>, Marketing Manager Corporate Education &amp; ICEMD - Innovation Institute ESIC</li> <li>• <b>Paz Comesaña Pérez</b>, Directora de Marketing, Publicidad, Alianzas y CRM EVO</li> <li>• <b>Pedro Fernández</b>, Marketing &amp; Product Director ClearChannel</li> <li>• <b>David López</b>, Partner and Chief Strategy Manager FHIOS</li> </ul>
<p>11:40 – 12:00h Main Auditorium</p>	<p><i>CEO &amp; Leadership Summit</i> <b>Singapore: Story of the Asian Tech Hub</b></p> <ul style="list-style-type: none"> <li>• <b>Choy Yong Cong</b>, VP &amp; Head of Region Singapore Economic Development Board</li> </ul>
<p>12:20 – 12:40h Main Auditorium</p>	<p><i>CEO &amp; Leadership Summit</i> <b>Sustainability in a Competitive Data Driven World</b></p> <ul style="list-style-type: none"> <li>• <b>Kristian Toms</b>, Head of Infrastructure Strategy EMEA Oracle</li> </ul>
<p>12:30 – 13:00h España PYME Digital</p>	<p><i>España PYME Digital</i> <b>La Silver Economy: oportunidad estratégica para Málaga y España, con el Turismo Silver +50 como motor principal</b></p> <ul style="list-style-type: none"> <li>• <b>Rosa Sánchez Jiménez</b>, Deputy Major for International City Promotion and local and global Investments Ayuntamiento de Málaga</li> <li>• <b>Nuria Domínguez Soto</b>, General Manager SeniorsLeading</li> </ul>
<p>13:00 – 14:00h Auditorium Amazon Web Services</p>	<p><i>Cybersecurity Series</i> <b>Enterprise Security: Challenges and Opportunities</b></p> <ul style="list-style-type: none"> <li>• <b>José Antonio Castro González</b>, Director de Estrategia Corporativa Factum</li> <li>• <b>Marc Martínez Marcé</b>, KPMG</li> </ul>



	<ul style="list-style-type: none"> <li>• <b>Álvaro Fernández de Aráoz</b>, Managing Partner- Cybersecurity &amp; Digital Growth CorrectaDLTCode</li> <li>• <b>Carlos Rebate</b>, Transformation Director Securitas Seguridad</li> </ul>
13:00 – 16:30h Innovation Arena	<p><i>The Scale-Up World Summit</i></p> <p><b>Pitches startups</b></p> <p>Presentación de los proyectos más disruptivos de las startups de Smart Cities &amp; Urban Mobility, Industry 4.0 &amp; Manufacturing, Pavilion Ucrania y Healthcare &amp; Life Sciences.</p>
13:30 – 14:00h Auditorium Personio	<p><i>Tourism &amp; Hospitality Forum</i></p> <p><b>Málaga Tourism. Unveiling the top-tier tech on the future of traveler engagement</b></p> <ul style="list-style-type: none"> <li>• <b>Jonathan Gómez Punzón</b>, Head of Málaga Tourism Board Malaga City Council</li> </ul>
16:00 – 17:00h España PYME Digital	<p><i>España PYME Digital</i></p> <p><b>Talento para una nueva época - Profesiones de futuro: ¿Qué demanda el mercado?</b></p> <ul style="list-style-type: none"> <li>• <b>Fran Canales</b>, Director Corporativo de Talent Acquisition Banco Santander</li> <li>• <b>Emilio Nestal Diaz</b>, Solutions Architecture Manager Amazon Web Services</li> <li>• <b>Juan Diaz-Andreu García</b>, Client Partner - Head Hunter Alexander Hughes Iberia</li> <li>• <b>Sergio de la Calle Asensio</b>, Program Director &amp; Faculty Universitat Telefonica</li> <li>• <b>Lula Ballarino</b>, Managing Director Womenalia</li> </ul>
16:00 – 17:00h Auditorium Personio	<p><i>Multicloud Series</i></p> <p><b>Recuperar la soberanía a través de una estrategia multicloud</b></p> <ul style="list-style-type: none"> <li>• <b>José Antonio Criado</b>, Cloud Customer Success Manager Oracle</li> <li>• <b>Maximo Petitto</b>, Business Development Director for DC &amp; Cloud Fujitsu</li> <li>• <b>Albert Trullols</b>, Public Cloud Sales Expert T-Systems</li> </ul>
16:50 – 17:50h Main Auditorium	<p><i>CEO &amp; Leadership Summit</i></p> <p><b>The Road Ahead – Beyond ESG Horizon</b></p> <ul style="list-style-type: none"> <li>• <b>Thomas Blood</b>, Digital Innovation, Transformation &amp; Sustainability Strategist AWS</li> <li>• <b>Luis Ureta</b>, Country General Manager Spain Globant</li> <li>• <b>Patricia Urbez</b>, Head of Public Sector Fujitsu</li> <li>• <b>Lluis Altes</b>, Senior Business Solutions Strategist VMware</li> </ul>
18:00 – 18:30h Innovation Arena	<p><i>The Scale-Up World Summit</i></p> <p><b>Ceremonia de clausura y entrega de premios de Scale-Up World Summit</b></p>