













Talent Arena 2025 - Talks Agenda

March 3	
9:30-10:30	Plug-in Talks
THE USE OF AI IN THE AGE OF CYBERFRAUD	
<ul style="list-style-type: none"> Jesús Muñoz	
CSIRT & Security Analytics (TI, cyber-fraud, Advanced analytics) Director at Caixabank	
Coming Soon	
Coming Soon	
<ul style="list-style-type: none"> 1 Speakers	
March 3	
9:30-10:30	Hotspot Talks
COMING SOON	
<ul style="list-style-type: none"> Coming Soon	

<div>SALESFORCE</div> <div>Coming Soon</div> <div>Coming Soon</div> <div> <div></div> <div></div> </div>
<div>March 3</div> <div> <div>09:30-10:30</div> <div>Switch-On Talks</div> </div> <div>COMING SOON</div> <div> <div> <div></div> <div></div> </div> <div>Coming Soon</div> </div> <div>Vueling</div> <div>Coming Soon</div> <div>Coming Soon</div> <div> <div> <div></div> <div></div> </div> <div>4 Speakers</div> </div>
<div>March 3</div> <div> <div>10:30-11:30</div> <div>Plug-in Talks</div> </div> <div>IBM SUCCESSFUL CASE</div> <div> <div> <div></div> <div></div> </div> <div>Francisco Monzón</div> </div> <div>IBM</div> <div>Software Development</div> <div>Spanish</div> <div> <div> <div></div> <div></div> </div> <div>1 Speakers</div> </div>
<div>March 3</div> <div> <div>10:30-11:30</div> <div>Hotspot Talks</div> </div> <div>COMING SOON</div> <div> <div> <div></div> <div></div> </div> <div>Coming Soon</div> </div> <div>EUROFIRMS</div> <div>Coming Soon</div> <div>Coming Soon</div> <div> <div> <div></div> <div></div> </div> <div>1 Speakers</div> </div>
<div>March 3</div> <div> <div>10:30-11:30</div> <div>Switch-On Talks</div> </div> <div>MACHINE LEARNING & DATA SCIENCE</div> <div>HumanOS – Human Intelligence/Artificial Intelligence</div> <div> <div> <div></div> <div></div> </div> <div>Prof. Xisca Sorell</div> </div>

<div> <div>Senior Project Manager & Data Scientist at IronHack</div> <div>Coming Soon</div> <div>Coming Soon</div> <div> <div></div> <div>1 Speakers</div> </div> </div>
<div> <div>March 3</div> <div>/</div> <div>11:30-12:30</div> <div>Plug-in Talks</div> <div>AGENTIC AI: THE NEXT BIG THING FOR BUSINESS</div> <div> <div></div> <div>Enrique Mora</div> </div> <div>Principal Enterprise Architect - AI at Nestlé</div> <div> <div></div> <div>Laura Perea</div> </div> <div>Innovation Manager at Nestlé</div> <div> <div></div> <div>Fernando López</div> </div> <div>Machine Learnings Platforms Product Manager at Nestlé</div> <div> <div></div> <div>Charlotte Hypolitte</div> </div> <div>Group Product Manager IT Service Manager</div> <div>Artificial Intelligence</div> <div>English</div> <div> <div></div> <div>4 Speakers</div> </div> </div>
<div> <div>March 3</div> <div>/</div> <div>11:30-12:30</div> <div>Hotspot Talks</div> <div>TRAILBLAZER COMMUNITY. THE PLACE TO BE</div> <div> <div></div> <div>Paula Quirós</div> </div> <div>Managing Director & CMO at Cloud Coachers</div> <div> <div></div> <div>Alia Lupandina</div> </div> <div>Salesforce Marketing Champion</div> <div>Coming Soon</div> <div>Coming Soon</div> <div> <div></div> <div>2 Speakers</div> </div> </div>
<div> <div>March 3</div> <div>/</div> <div>11:30-12:30</div> <div>Switch-On Talks</div> <div>PERSONALISED RECOMMENDATION SYSTEM</div> <div> <div></div> <div>Fernando Castejón</div> </div> <div>Director of Pricing & Revenue Management, Network Planning and Distribution at Iryo</div> <div> <div></div> <div>Alessandro Gatti</div> </div> </div>

<div> <div> Network Planning and Revenue Management Technician at Iryo</div> <div> <ul style="list-style-type: none"> <div>  Damian Rodriguez</div> </div> </div> <div> <div>Data Scientist and Revenue Management at Iryo</div> <div> <div>Software Development</div> <div>Spanish</div> </div> </div> <div> <ul style="list-style-type: none"> <div>  3 Speakers</div> </div>
<div> <div>March 3</div> <div>/</div> <div>12:30-13:30</div> <div>Plug-in Talks</div> </div> <div> <div>COMING SOON</div> <div> <ul style="list-style-type: none"> <div>  Coming Soon</div> </div> <div>SEAT:CODE</div> <div> <div>Coming Soon</div> <div>Coming Soon</div> </div> <div> <ul style="list-style-type: none"> <div>  1 Speakers</div> </div> </div>
<div> <div>March 3</div> <div>/</div> <div>12:30-13:30</div> <div>Hotspot Talks</div> </div> <div> <div>COMING SOON</div> <div> <ul style="list-style-type: none"> <div>  Coming Soon</div> </div> <div>Barcelona City Council</div> <div> <div>Coming Soon</div> <div>Coming Soon</div> </div> <div> <ul style="list-style-type: none"> <div>  1 Speakers</div> </div> </div>
<div> <div>March 3</div> <div>/</div> <div>12:30-13:30</div> <div>Switch-On Talks</div> </div> <div> <div>SURVIVAL GUIDE TO CONTINUOUSLY ALIGN AND UPGRADE YOUR DEPENDENCIES</div> <div> <ul style="list-style-type: none"> <div>  Sergi Almar</div> </div> <div>Software Engineer (Java / Spring), Spring I/O and Wasm I/O organiser</div> <div> <ul style="list-style-type: none"> <div>  Raquel Pau</div> </div> <div> <div>Coming Soon</div> <div>Coming Soon</div> </div> <div> <ul style="list-style-type: none"> <div>  </div> </div> </div>
<div> <div>March 3</div> <div>/</div> <div>13:30-14:30</div> <div>Plug-in Talks</div> </div>

MEET IAMM, DAMM'S NEW DIGITAL HUB

-  Laura Gil

Chief Data Analytics Officer at Damm

-  Guillermo Prieto

Chief Information Officer at Damm

-  Elisabeth Hernández

HR Development Director at Damm

-  Inés García

Corporate and Internal Communications at Damm

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Management
Spanish


-  4 Speakers

March 3


13:30-14:30

Hotspot Talks


DIVERSITY IN TECH

-  Shawn Kyzer

Director, R&D IT - Data, Analytics & AI, Engineering at Astrazeneca

-  Anabel Leon

Associate Director, IT BRM EUCAN & Intl Commercial Digital & Omnichannel at Alexion Pharmaceuticals


-  Joanmi Espada

Engineering Director at Evinova

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Management
English


-  3 Speakers

March 3













13:30-14:30


Switch-On Talks

THE NEXT TRACK – TECHNOLOGY & AI REMIXING MUSIC'S FUTURE

-  David Poblador

Collaborator at BCN Music Lab, CEO at Castuner.com and Former Senior Director at Spotify


<div> <div> <ul style="list-style-type: none"> <div>  </div> <div>Doris Obermair</div> </div> </div> <div> <div>Director of Strategic Projects in Music, Technology and Innovation at Barcelona Music Lab</div> <div>Artificial Intelligence</div> <div>English</div> <div> <ul style="list-style-type: none"> <div>  </div> <div>2 Speakers</div> </div> </div>	
<div> <div>March 3</div> <div>/</div> <div>15:30-16:30</div> <div>Plug-in Talks</div> </div> <div>RE- SKILL/ UPSKILL</div> <div> <ul style="list-style-type: none"> <div>  </div> <div>Ona Garcia Bea</div> </div> <div>Head of Talent Management at Bayer</div> <div> <ul style="list-style-type: none"> <div>  </div> <div>Manuel Smukalla</div> </div> <div>Head of Strategic Skills & Talent Flow at Bayer</div> <div> <ul style="list-style-type: none"> <div>  </div> <div>Themis Christofidis</div> </div> <div>Regional Talent & Development Manager at Bayer</div> <div>SPONSORED BY</div> <div> <div>  <div></div> </div> <div>Management</div> <div>English</div> <div> <ul style="list-style-type: none"> <div>  </div> <div>3 Speakers</div> </div> </div>	
<div> <div>March 3</div> <div>/</div> <div>15:30-16:30</div> <div>Hotspot Talks</div> </div> <div>WOMEN RESEARCHERS IN ACTION: CHALLENGES AND OPPORTUNITIES IN THE PROFESSIONAL WORLD</div> <div> <ul style="list-style-type: none"> <div>  </div> <div>Anna Moliner</div> </div> <div>ESIC</div> <div> <ul style="list-style-type: none"> <div>  </div> <div>Elena Fernández</div> <div>  </div> <div>Estela Carmona</div> <div>  </div> <div>Karla Trejo</div> </div> <div>Coming Soon</div> <div>Coming Soon</div> <div> <ul style="list-style-type: none"> <div>  </div> <div>4 Speakers</div> </div>	
<div> <div>March 3</div> <div>/</div> <div>15:30-16:30</div> <div>Switch-On Talks</div> </div> <div>FROM DEVELOPER TO CTO: THE ULTIMATE CAREER ADVENTURE</div>	

-  Alex González García

Engineering Director with both software and IT background at Wolters Kluwer

Coming Soon

Coming Soon


-  1 Speakers

March 3

16:30-17:30


Plug-in Talks

COMING SOON

-  Coming Soon


B Braun

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Cybersecurity

Coming Soon

- 

March 3

16:30-17:30


Hotspot Talks

THE DATA ANALYST PROFILE FROM A PROFESSIONAL RESKILLING PERSPECTIVE

-  Gloria Rubio

Pedagogical Coordinator Itinerary Data at IT Academy at Barcelona Activa

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Management

Catalan


-  1 Speakers

March 3




16:30-17:30

Switch-On Talks

BUILDING THE TEAMS OF TOMORROW: TECHNOLOGY, TALENT, AND THE FREELANCE REVOLUTION


-  Aina Montagut

Business Unit Manager at Malt




-  Ainoa Iurre
-  Gelines Espinosa
-  Marta Ros

<div> <div>Management</div> <div>English</div> <div> <ul style="list-style-type: none"> 👤 4 Speakers </div> </div>
<div> <div>March 3</div> <div> <div>17:30-18:30</div> <div>Hotspot Talks</div> </div> </div> <div>COMING SOON</div> <div> <div> <ul style="list-style-type: none"> 👤 Coming Soon </div> <div>Coming Soon</div> <div> <div>Future Trends</div> <div>English</div> <div> <ul style="list-style-type: none"> 👤 </div> </div> </div>
<div> <div>March 3</div> <div> <div>17:30-18:30</div> <div>Switch-On Talks</div> </div> </div> <div>COMING SOON</div> <div> <div> <ul style="list-style-type: none"> 👤 Coming Soon </div> <div>Coming Soon</div> <div> <div>Coming Soon</div> <div>Coming Soon</div> <div> <ul style="list-style-type: none"> 👤 </div> </div> </div>
<div> <div>March 4</div> <div> <div>09:30-10:30</div> <div>Plug-in Talks</div> </div> </div> <div>SALESFORCE MARKETING CLOUD. THE SECRET BEHIND GREAT BRANDS</div> <div> <div> <ul style="list-style-type: none"> 👤 Paula Quirós </div> <div>Managing Director & CMO at Cloud Coachers</div> </div> <div>SPONSORED BY</div> <div> <div>  <div>Cloud Computing</div> <div>Spanish</div> <div> <ul style="list-style-type: none"> 👤 1 Speakers </div> </div> </div>
<div> <div>March 4</div> <div> <div>09:30-10:30</div> <div>Hotspot Talks</div> </div> </div> <div>FROM CLASSROOM TO BOARDROOM: SUCCESS STORIES OF EAE ALUMNI</div>


This session, called 'From Classroom to Boardroom: Success Stories of EAE Alumni', aims to inspire and motivate attendees through the success stories of EAE Business School alumni. It will highlight the importance of developing technological and digital skills as a key factor in achieving leadership positions. Participants will be able to learn first-hand about the challenges and lessons learned from the speakers, as well as interact with them in a dynamic and enriching session.

-  Elisenda Molina


Alumni, Ambassadors & Events Manager at EAE

-  Héctor Hormigo
-  Julia Kestelman
-  Dali Ben

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Management
English

-  4 Speakers

March 4
/

09:30-10:30
Switch-On Talks

COMING SOON

-  Marc Bruxaderas

Acción Social Caixabank

Coming Soon
Coming Soon


- 

March 4
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09:30-10:15
Welcome Barcelona


LEADERSHIP OPPORTUNITY OF EUROPEAN PROJECTS IN BARCELONA: THE CASE OF THE ICFO'S PHOTONIC CHIP AND THE BSC'S DARE

Round table focused on showing what opportunities for growth of the economic fabric appear with the leadership of the two major European projects that will be carried out from two of the major centres in Barcelona (ICFO + BSC). To show that these projects will drive new companies and generate new qualified jobs; to make special mention of the types of profiles needed to cover the expected demands.

-  Coming Soon

Coming Soon


Coming Soon
Coming Soon

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March 4
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10:30-11:30
Plug-in Talks

GAME CHANGERS: TALENT, AI, DATA AND NO LIMITS!

-  David Pereira

Head of Data and Artificial Intelligence at NTT Data

-  Carlos Muñoz Robles


Head of Infrastructure and Information Security for Iberolatam, Regional CTO, and Allianz Executive

-  Raúl Prieto

Digital, Data, Advance Analytics & Innovation IT Director at Mapfre

Coming Soon

Coming Soon

-  3 Speakers

March 4

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10:30-11:30

Hotspot Talks

COMING SOON

-  Gwenaëlle Avice Huet

Executive Vice President, Europe Operations at Schneider

-  Ainoa Irurre

Europe Talent Acquisition & Mobility Vice President at Schneider

Coming Soon

Coming Soon

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March 4

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10:30-11:30

Switch-On Talks

PEOPLE & CULTURE IN IT

-  Ferran Urgelés

Head of IT at Boehringer Ingelheim

-  Montse Portella

Head of IT O&L AutomationHead of IT O&L Automation at Boehringer Ingelheim

-  Marcelo Grasso

Executive Director – Global IT Enterprise Processes Head at Boehringer Ingelheim

-  Daniela Valente


HR Business Partner IT Hub at Boehringer Ingelheim

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Management

English

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| <ul style="list-style-type: none"> 👤 4 Speakers | |
| <div>March 4</div> <div>/</div> <div>11:30-12:30</div> <div>Plug-in Talks</div> | |
| <div>THREATS TO SOFTWARE DEVELOPERS INVITED BY APWG.EU</div> <div> <p>Giving the increasing risk of Supply chain attacks in the latest years we must pay special attention to the sophisticated phishing attacks targeting developers of third-party software and critical dependencies that serve as cornerstone of today’s digital infrastructure. In this talk we’ll present a in-deph analysis of the inner workings of these attacks and how they operate. The talk will provide developers and technical managers with the tools to detect and prevent them properly.</p> <ul style="list-style-type: none"> 👤 Marta Gomez Macias </div> <div>Software Engineer Virus Total</div> <div> <div>Cybersecurity</div> <div>English</div> </div> <div> <ul style="list-style-type: none"> 👤 </div> | |
| <div>March 4</div> <div>/</div> <div>11:30-12:30</div> <div>Hotspot Talks</div> | |
| <div>BUILDING A SKILLS BASED ORGANISATION</div> <div> <ul style="list-style-type: none"> 👤 Heidi van de Woestyne </div> <div>HR Director Spain and Portugal at Sanofi</div> <div> <ul style="list-style-type: none"> 👤 Vanessa Estorach </div> <div>Digital Business Transformation at Sanofi and Co-founder at WiM</div> <div>SPONSORED BY</div> <div>  </div> <div> <div>Management</div> <div>English</div> </div> <div> <ul style="list-style-type: none"> 👤 2 Speakers </div> | |
| <div>March 4</div> <div>/</div> <div>11:30-12:30</div> <div>Switch-On Talks</div> | |
| <div>AI IN ACTION: INSIGHTS AND LESSONS FROM REAL IMPLEMENTATIONS</div> <div> <ul style="list-style-type: none"> 👤 Coming Soon </div> <div>Seidor</div> <div> <div>Coming Soon</div> <div>Coming Soon</div> </div> <div> <ul style="list-style-type: none"> 👤 </div> | |
| <div>March 4</div> <div>/</div> <div>12:30-13:30</div> | |

<div> <div>Plug-in Talks</div> <div> <div>UNDERSTANDING HOW AI IS TRANSFORMING IT AND INDUSTRIAL WORKPLACE</div> <div> <div> <div> <div>•</div> <div>👤</div> <div>Laura Roman</div> </div> <div>AI Industrial SW & Solutions at HP</div> <div> <div> <div>•</div> <div>👤</div> <div>Iolanda Montserrat</div> </div> <div>AI PC Marketing leader at HP</div> <div> <div> <div>•</div> <div>👤</div> <div>Mª Angels Díaz</div> </div> <div>Solutions Digital Transformation leader at HP</div> <div> <div> <div>•</div> <div>👤</div> <div>Xavi Llorens</div> </div> <div>Managed Print Solutions at HP</div> <div> <div>Artificial Intelligence</div> <div>English</div> <div> <div>•</div> <div>👤</div> <div>4 Speakers</div> </div> </div> </div> </div> </div> </div></div></div></div>
<div> <div>March 4</div> <div>/</div> <div>12:30-13:30</div> <div>Hotspot Talks</div> <div>COMING SOON</div> <div> <div> <div>•</div> <div>👤</div> <div>Coming Soon</div> </div> <div>Coming Soon</div> <div>Coming Soon</div> <div>Coming Soon</div> <div> <div>•</div> <div>👤</div> </div> </div> </div>
<div> <div>March 4</div> <div>/</div> <div>12:30-13:30</div> <div>Switch-On Talks</div> <div>SELECTIA – THE ULTIMATE ASSET FOR SMART TALENT MANAGEMENT</div> <div> <div> <div>•</div> <div>👤</div> <div>Marta Gascón</div> </div> <div>Head of People Analytics & AI HR Europe & LATAM, Business Consulting at NTT Data</div> <div> <div> <div>•</div> <div>👤</div> <div>Antonio Alonso Martín</div> </div> <div>Associate Manager at NTT Data</div> <div> <div> <div>•</div> <div>👤</div> <div>Nicolas Roberto</div> </div> <div>People Analytics Manager at Caixabank</div> <div> <div>Artificial Intelligence</div> <div>English</div> <div> <div>•</div> <div>👤</div> <div>3 Speakers</div> </div> </div> </div> </div></div></div>
<div> <div>March 4</div> </div>

12:30-13:30	<div>Welcome Barcelona</div> <div>CONNECT WITH COMPANIES THAT ARE COMMITTED TO DIGITAL +45 TALENT</div> <div> <p>Would you like to hear from companies that have incorporated re-qualified talent from a technological reskilling process? Discover how the transversal skills and experience of +45 talent can bring great value to the technology sector. Through a round table with companies and a participative space for the public, we will analyse best practices, sector needs and professional opportunities.</p> <ul style="list-style-type: none"> 👤 Coming Soon </div> <div>Barcelona Activa</div> <div> <div>Management</div> <div>Catalan</div> <ul style="list-style-type: none"> 👤 1 Speakers </div>
<div>March 4</div> <div>13:30-14:30</div> <div>Hotspot Talks</div> <div>COMING SOON</div> <div> <ul style="list-style-type: none"> 👤 Coming Soon </div> <div>APWG</div> <div> <div>Coming Soon</div> <div>Coming Soon</div> <ul style="list-style-type: none"> 👤 </div>	
<div>March 4</div> <div>13:30-14:30</div> <div>Switch-On Talks</div> <div>COMING SOON</div> <div> <ul style="list-style-type: none"> 👤 Coming Soon </div> <div>Coming Soon</div> <div> <div>Coming Soon</div> <div>Coming Soon</div> <ul style="list-style-type: none"> 👤 </div>	
<div>March 4</div> <div>15:30-16:30</div> <div>Plug-in Talks</div> <div>NEXT-GEN GUARDIANS: SHAPING THE FUTURE OF CYBERSECURITY INVITED BY APWG.EU</div> <div> <p>In this session we will explore the evolving landscape of cybersecurity careers, with a focus on the integration of artificial intelligence (AI) and its impact on the industry. The panelists will share insights about the demand for cybersecurity talent, AI’s role in cybersecurity work and services, AI’s security implications, and the importance of re-skilling and up-skilling in this evolving environment.</p> <ul style="list-style-type: none"> 👤 Greg Aaron </div> <div>President at Illumintel</div> <div> <ul style="list-style-type: none"> 👤 Laura Caballero </div> <div>Director of Catalonia's Cybersecurity Agency</div>	

<ul style="list-style-type: none"> Manuel García-Cervigón 	Strategic Product Portfolio Architect at Nestlé
<ul style="list-style-type: none"> Joan Puig 	CISO at Banc Sabadell
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	Cybersecurity English
<ul style="list-style-type: none"> 4 Speakers 	
March 4 /	15:30-16:30 Hotspot Talks
COMING SOON	
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March 4 /	15:30-16:30 Switch-On Talks
EMPOWERING PEOPLE: BUILDING A CULTURE OF TRUST & INCLUSION	
<ul style="list-style-type: none"> Scott Francis 	Managing Director at Porsche Digital
<ul style="list-style-type: none"> Rene Curth 	Agile Team Coach at Porsche Digital
<ul style="list-style-type: none"> Rossella Rivetti 	Tech Talent Acquisition Partner at Porsche Digital
<ul style="list-style-type: none"> Luciana Wachockier 	Co-Founder & Clinical Supervisor at Iquality, DEI Champion, HR & Talent Strategy, and Social Impact Innovator
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	Management English
<ul style="list-style-type: none"> 4 Speakers 	


<div>March 4</div> <div>15:30-16:15</div> <div>Welcome Barcelona</div> <div>BCN DIGITAL ECOSYSTEM</div> <div> <p>The students of the ESIC Digital Business Degree present the result of their work solving the challenge proposed by Mobile World Capital Barcelona: mapping the digital ecosystem of Barcelona. The result is a map that identifies the synergies between the main companies, sectors and technologies involved.</p> <ul style="list-style-type: none"> Coming Soon </div> <div>ESIC</div> <div> <div>Coming Soon</div> <div>Coming Soon</div> <div> <ul style="list-style-type: none"> </div> </div>	
<div>March 4</div> <div>16:30-17:30</div> <div>Plug-in Talks</div> <div>KEY SOFT SKILLS IN THE TECHNOLOGY SECTOR</div> <div> <ul style="list-style-type: none"> Albert Coca </div> <div>Career Specialist at Nuclio Digital School</div> <div> <ul style="list-style-type: none"> Massimo Tartarini </div> <div>Executive Coach at Nuclio Digital School</div> <div> <ul style="list-style-type: none"> Mauricio Caldera Ana Rios </div> <div> <div>Coming Soon</div> <div>Spanish</div> <div> <ul style="list-style-type: none"> 4 Speakers </div> </div>	
<div>March 4</div> <div>16:30-17:30</div> <div>Hotspot Talks</div> <div>THE WEB PROGRAMMER PROFILE FROM A PROFESSIONAL RESKILLING POINT OF VIEW</div> <div> <ul style="list-style-type: none"> Joan Serrano </div> <div>Programming Mentor at ITAcademy of Barcelona Activa</div> <div>SPONSORED BY</div> <div> <div> <div></div> <div>Management</div> <div>Catalan</div> <div> <ul style="list-style-type: none"> 1 Speakers </div> </div> </div>	
<div>March 4</div> <div>16:30-17:30</div>	

DELIVERING BUSINESS VALUE THROUGH TECHNICAL DEBT REDUCTION

-  Ionela Teclea

Senior Lead Engineer at eDreams ODIGEO

Software Development
English

-  1 Speakers

March 4

17:30-18:30

Plug-in Talks

THE VONAGE TRIVIA VOYAGE: QUIZ YOUR WAY TO THE TOP!

Do you have what it takes to be in the hot seat and win big with our popular game show? We will be asking ChatGPT to generate 10 developer / network API trivia questions – the more you answer, the better the prizes! Terms and conditions will apply.

-  Rachel Sunderland

Head of Developer Community at Vonage

-  Alvaro Navarro

Vonage API Developer

Coming Soon
Coming Soon


-  2 Speakers

March 4

17:30-18:30

Hotspot Talks


TECH FOR SPACE: A REALITY OR SCIENCE FICTION?

-  Laura Moreno

CEO at Earthpulse

-  Roser Roca

Managing Director and CEO at Airbus GeoTech

-  Jaume Sanpera

CEO and Founder of Sateliot

-  Daniel Sors

Head of Services and Industrial Promotion at IEEC

Future Trends
English

-  4 Speakers

March 4

17:30-18:30

<div>Switch-On Talks</div> <div>A LIFE-CHANGING STORY</div> <div> <div> <div></div> <div>Ousman Umar</div> </div> </div> <div> <div>Founder of Nasco Feeding Minds - Acción Social Caixabank</div> <div>Coming Soon</div> <div>Coming Soon</div> <div> <div></div> </div> </div>
<div>March 5</div> <div>/</div> <div>09:30-10:30</div> <div>Plug-in Talks</div> <div>KEYS TO SUCCEED IN THE JOB MARKET</div> <div> <div> <div></div> <div>Ursula Molina</div> </div> </div> <div> <div>Manager Empleabilidad at EAE</div> <div>Coming Soon</div> <div>English</div> <div> <div></div> <div>1 Speakers</div> </div> </div>
<div>March 5</div> <div>/</div> <div>09:30-10:30</div> <div>Hotspot Talks</div> <div>THE SKILLS ECONOMY AND THE VALUE OF KNOWLEDGE</div> <div> <div> <div></div> <div>Dr. Drew MacFarlane</div> </div> </div> <div> <div>Head of GSMA Advance</div> <div>Coming Soon</div> <div>Coming Soon</div> <div> <div></div> <div>1 Speakers</div> </div> </div>
<div>March 5</div> <div>/</div> <div>09:30-10:30</div> <div>Switch-On Talks</div> <div>HOW TO BUILD THE BEST AIRLINE APP WITH HIGH-PERFORMING TEAMS: DOS AND DON'TS</div> <div> <div>Discover the key strategies and pitfalls in building top-tier airline apps. Industry experts will share insights on team performance, collaboration, and technology to create seamless digital experiences. Don't miss this chance to learn what works—and what doesn't!</div> <div> <div></div> <div>Wolfgang Reuthner</div> </div> </div> <div> <div>Head of Solution Design and Implementation at Lufthansa</div> <div> <div></div> <div>Bea Domenech</div> </div> </div> <div> <div>Delivery Director at Lufthansa Group Digital Hangar</div> <div> <div></div> <div>Cristina García</div> </div> </div> <div> <div>Management</div> <div>English</div> </div>

<ul style="list-style-type: none"> 👤 3 Speakers 	
<div>March 5</div> <div>/</div> <div>10:30-11:30</div> <div>Plug-in Talks</div>	
<div>ROUND TABLE WITH EXPERTS IN THE TECH SECTOR</div> <div>The Importance of Upskilling in a Changing Environment – with the participation of Astrazeneca and Caixabank, moderated by Ironhack</div> <ul style="list-style-type: none"> 👤 Coming Soon <div>Ironhack</div> <div>Coming Soon</div> <div>Coming Soon</div> <ul style="list-style-type: none"> 👤 1 Speakers 	
<div>March 5</div> <div>/</div> <div>10:30-11:30</div> <div>Hotspot Talks</div>	
<div>EIT DIGITAL MASTER SCHOOL – YOUR PATH TO DIGITAL INNOVATION & ENTREPRENEURSHIP</div> <ul style="list-style-type: none"> 👤 Salvatore Moccia <div>Digital Head of Education and Skills at EIT Digital Training</div> <ul style="list-style-type: none"> 👤 Romane Léauté <div>Education Lead at EIT Digital Training</div> <ul style="list-style-type: none"> 👤 Vilma Djala <div>Education Lead at EIT Digital Training</div> <ul style="list-style-type: none"> 👤 Raúl Morillejo <div>Marketing Analyst at EIT Digital Training</div> <div>Coming Soon</div> <div>Coming Soon</div> <ul style="list-style-type: none"> 👤 4 Speakers 	
<div>March 5</div> <div>/</div> <div>10:30-11:30</div> <div>Switch-On Talks</div>	
<div>MEASURING AND IMPROVING PRODUCTIVITY</div> <ul style="list-style-type: none"> 👤 Toni Tassani <div>Deputy CTO at Ocado Technology</div> <div>Management</div> <div>English</div> <ul style="list-style-type: none"> 👤 1 Speakers 	
<div>March 5</div>	

11:30-12:30

Plug-in Talks

LARGE SCALE – E-COMMERCE DEVELOPMENT

Roberto Vecilla

Senior Software Engineer at MediaMarkt Barcelona Tech Hub

Aaron Parres

Crew Lead and Software Engineer at MediaMarkt

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Cybersecurity

English

2 Speakers

March 5

/

11:30-12:30

Hotspot Talks

COMING SOON

Coming Soon

INDRA

Coming Soon

Coming Soon

1 Speakers

March 5

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11:30-12:30

Switch-On Talks

FROM DATA TO DELIGHT: POWER OF COLLABORATION AND GROWTH TO DRIVE BUSINESS TRANSFORMATION AT PEPSICO

Kevser Ozdemir

Europe Digital Stratgy and Transformation Director at PepsiCo

Gemma Cumellas

Digital Product Senior Manager at PepsiCo

Elisabet Capon

Data Science Director - Innovation Lead at PepsiCo

Andrzej Danielewicz

Global Head of Data & AI Products at PepsiCo

Gaurav Mishra

Global Engineering Leader, Data & AI at PepsiCo

<div>Management</div> <div>English</div> <div><div><div></div></div><div>• 5 Speakers</div></div>
<div>March 5</div> <div>/</div> <div>11:30-12:15</div> <div>Welcome Barcelona</div> <div>CHECKMATE: SCIENCE AND TECHNOLOGY IN THE GAME AGAINST MULTIPLE SCLEROSIS</div> <div>As part of MWC 2025, Sanofi presents ‘JaqueMate: science and technology in the game against Multiple Sclerosis’ at Talent Arena . Chess Grandmaster Miguel Illescas will illustrate with a live game the complexity of MS and the importance of long-term planning. Experts in neurology, AI and medical innovation, and representatives of the patient voice, will discuss in a round table how science and technology, especially AI, are transforming the approach to MS from treating outbreaks to slowing its progression. The roundtable, moderated by Josep Agustín (Sanofi), will feature Ana Torredemer (EME), Dr. Carmen Tur (Cemcat) and Albert Pla Planes (Sanofi), analysing the impact of AI in the prediction of MS progression. The event will be held on 5 March, from 11:30 am to 12:30 pm, at Talent Arena, MWC Barcelona. More than 2.8 million people live with MS worldwide, about 58,000 in Spain, with a higher incidence in women.</div> <div><div><div></div></div><div>Miguel Illescas</div></div> <div>International Chess Grandmaster, eight times Individual Spanish Champion, programmer and member of the legendary IBM ‘Deep Blue’ team (1995-1997)</div> <div><div><div></div></div><div>Ana Torredemer</div></div> <div>President of Esclerosis Múltiple España (EME)</div> <div><div><div></div></div><div>Dr. Carmen Tur</div></div> <div>Senior Research Neurologist (Cemcat)</div> <div><div><div></div></div><div>Albert Pla Planes</div></div> <div>R&D Data Science Team Leader (Sanofi)</div> <div>Coming Soon</div> <div>Coming Soon</div> <div><div><div></div></div></div>
<div>March 5</div> <div>/</div> <div>12:30-13:30</div> <div>Plug-in Talks</div> <div>QUANTUM COMPUTING</div> <div><div><div></div></div><div>Coming Soon</div></div> <div>ICFO</div> <div>Coming Soon</div> <div>Coming Soon</div> <div><div><div></div></div><div>1 Speakers</div></div>
<div>March 5</div> <div>/</div> <div>12:30-13:30</div> <div>Hotspot Talks</div> <div>THE POWER OF NEURODIVERSITY</div> <div><div><div></div></div><div>Santi Ristol</div></div> <div>Director MeTS Competence CenterDirector MeTS Competence Center at Wordline</div> <div><div><div></div></div><div>Dolores Gomez Castresana</div></div>

Strategic Workforce Manager at Worldline

-  Francesc Systach


CEO at Specialisterne Global

SPONSORED BY



Management

English

-  3 Speakers

March 5

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12:30-13:30

Switch-On Talks

ARE PASSION FOR TECHNOLOGY AND PEOPLE GROWTH LINKED? INSIGHTS FROM ALLIANZ TECHNOLOGY'S COMMUNITIES OF PRACTICE

-  Gerard Esparducer

Head of the Spain Hub at Allianz Technology

-  Emilio Pastor


Team Lead API Standardization at Allianz Technology

-  Victor Sauri

People Manager & Retail Frontend Product Owner at Allianz Technology

Coming Soon

Coming Soon

-  1 Speakers

March 5

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12:30-13:30

Welcome Barcelona


SCIENTIFIC INFRASTRUCTURES AT THE SERVICE OF COMPANIES

A space for scientific infrastructures to explain what services they offer to the city's business fabric. Specifically:

– BSC AI Factory

– IMB CNM clean room

– ALBA Synchrotron

-  Coming Soon

Coming Soon

Coming Soon

Coming Soon

- 


March 5

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13:30-14:30

Plug-in Talks

DISRUPTING THE NORM: HOW ZURICH IS SHAPING THE FUTURE OF INSURANCE

<ul style="list-style-type: none"> 👤 Gloria Lozano 	Senior IoT Product Manager at Zurich
<ul style="list-style-type: none"> 👤 Andros Lares 	
	Head of Product at LiveWell by Zurich
<ul style="list-style-type: none"> 👤 Javier Gelabert 	
	Group AI Program Director at Zurich
<ul style="list-style-type: none"> 👤 Oscar Escudero 	
	Head of Digital Delivery & Product at Zurich
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Management	
English	
<ul style="list-style-type: none"> 👤 4 Speakers 	
March 5	
13:30-14:30	
Hotspot Talks	
E-HEALTH	
<ul style="list-style-type: none"> 👤 Coming Soon 	
Open Chip	
Coming Soon	
Coming Soon	
<ul style="list-style-type: none"> 👤 1 Speakers 	
March 5	
13:30-14:30	
Switch-On Talks	
HOW TO REINVENT YOURSELF AND SUCCEED: REAL SUCCESS STORIES IN THE TECH SECTOR	
<ul style="list-style-type: none"> 👤 Daniel Castro 	
Nuclio Digital School	
<ul style="list-style-type: none"> 👤 Daniela Inostroza 	
<ul style="list-style-type: none"> 👤 Carla Brenner 	
<ul style="list-style-type: none"> 👤 Marta García 	
Management	
Spanish	
<ul style="list-style-type: none"> 👤 4 Speakers 	
March 5	

15:30-16:30	Plug-in Talks
DESIGNING AID, PRINTING SOCIAL CHANGE	
	<ul style="list-style-type: none"> 👤 Guillermo Gauna-Vivas
CEO of Ayúdame3D	
Cybersecurity	
English	
	<ul style="list-style-type: none"> 👤 1 Speakers
March 5	
15:30-16:30	Hotspot Talks
COMING SOON	
	<ul style="list-style-type: none"> 👤 Coming Soon
SCRUM TRAINER	
Coming Soon	
Coming Soon	
	<ul style="list-style-type: none"> 👤
March 5	
15:30-16:30	Switch-On Talks
COMING SOON	
	<ul style="list-style-type: none"> 👤 Coming Soon
Ajuntament de Barcelona	
Coming Soon	
Coming Soon	
	<ul style="list-style-type: none"> 👤
March 5	
16:30-17:30	Plug-in Talks
ELIAS ALLIANCE – ELIAS NODE BARCELONA	
	<ul style="list-style-type: none"> 👤 Dimosthenis Karatzas
Professor at the Universitat Autònoma de Barcelona and Associate Director of the Computer Vision Centre	
Coming Soon	
Coming Soon	
	<ul style="list-style-type: none"> 👤 1 Speakers
March 5	
16:30-17:30	

COMING SOON

-  Coming Soon

Amazon Web Services

Coming Soon

Coming Soon

- 

March 5

17:30-18:30

Plug-in Talks

IS EXTREME PROGRAMMING (XP) STILL RELEVANT NOWADAYS?

-  Alex Fernandez

Java

-  Nadia Ameziane

-  Diana Gamez

-  Nacho Cougil

Coming Soon

Coming Soon


- 

March 5

17:30-18:30

Hotspot Talks

COMING SOON

-  Coming Soon

Coming Soon

Coming Soon

Coming Soon


- 

March 5

17:30-18:30

Switch-On Talks

COMING SOON

-  Sainath Kollipara

Software Engineer 3 at Glovo Tech Talks

Coming Soon

Coming Soon