

JORGE CALVO - CARLOS ESCAPA

The

AI

driven

business

Leading, Competing,  
and Thriving in the Age  
of Artificial Intelligence

Libros de Cabecera

# The AI driven business

JORGE CALVO - CARLOS ESCAPA

We are already in the era of AI-augmented enterprises. The advantage does not lie in the technology itself, but in how you —as a leader— choose to apply it. Are you ready to lead in an environment where artificial intelligence is reshaping strategy, competition, and the future of your business?

This book is not about algorithms; it is about leadership and vision. It provides the roadmap you need to transform your organization and position it at the forefront of change.

You will learn how artificial intelligence multiplies value, unlocks opportunities, and turns uncertainty into advantage. Through clear insights, compelling examples, and actionable frameworks, Jorge Calvo and Carlos Escapa—renowned international experts—demonstrate how to embed AI at the very core of business. Covering cases that span professionals, entrepreneurs, SMEs, and large corporations, they offer a perspective that is both realistic and ambitious, connecting strategy with execution.

This is not a book for technicians, but for leaders who understand that the greatest risk is not misusing AI, but ignoring it. Here, you will find the keys to building a smarter, more resilient, and more competitive enterprise. Above all, you will learn to lead with augmented intelligence, vision, and boldness.

The time to act is not tomorrow—it is now.

**Libros de Cabecera**

[www.librosdecabecera.com](http://www.librosdecabecera.com)

More  
information:



THEMA: KJC  
ISBN: 979-13-990550-8-5



# **The AI driven business**

Leading, Competing and  
Thriving in the Age of Artificial  
Intelligence

**Jorge Calvo**  
**Carlos Escapa**

**Libros de Cabecera**

[www.librosdecabecera.com](http://www.librosdecabecera.com)  
Barcelona – Madrid

This book was originally published by Libros de Cabecera in September 2025 under the title *La IA en los negocios: Liderando, compitiendo y prosperando en la era de la inteligencia artificial*.

1st edition: October 2025

© 2025 Jorge Calvo García & Carlos Fernández Escapa

© 2025 Libros de Cabecera S.L.

Rambla de Catalunya, 53, 7<sup>th</sup> floor G

08007 Barcelona (Spain)

[www.librosdecabecera.com](http://www.librosdecabecera.com)

All rights reserved. The reproduction, in whole or in part, of this work by any means or process, including reprography and computer processing, as well as the distribution of copies through public rental or lending, is strictly prohibited without the written authorization of the copyright holders, under the penalties established by law.

Any form of reproduction, distribution, public communication, or transformation of this work can only be carried out with the authorization of its holders, except as provided by law. Please contact CEDRO (Centro Español de Derechos Reprográficos, [www.cedro.org](http://www.cedro.org)) if you need to photocopy or scan any part of this work.

Editor: Virtuts Angulo

Interior Design of the Collection: Nèlia Creixell

Cover Design: Nèlia Creixell

Layout: Nèlia Creixell

ISBN: 979-13-990550-8-5

eISBN: 979-13-990550-9-2

THEMA: KJC

Legal Deposit: B 19029-2025

Printed by DC PLUS, Serveis editorials, scp

Printed in Spain



This book has been printed on Torraspapel Coral Book natural paper weighing ninety grams, sourced from responsibly managed forests and plantations, certified by FSC.

# Index of Case Studies and Companies

- **Note:** In this index, companies presented as full case studies are highlighted in **bold**, together with the page number where each case begins. Other companies are listed as mentions or brief illustrative examples on the corresponding pages.

- Accenture: 20, 208  
**Adidas:** 355, **357**  
**Aily Labs:** 365-366  
 Alibaba: 74, 331, 332-333  
 Alphabet: 28, 266  
**Amazon:** 13, 40, 67, 74, 79, 87, 122, 124, 149, 152, 172, 177, 181, 202, 204-205, 210, 260, **285**, 286-287, 288, 299, 334, 349, 350  
**Amazon Robotics:** 152, **350**  
 Amazon Web Services (AWS): 13, 67, 160, 181, 205, 210, 223, 334, 350  
 Anthropic: 66, 92  
 Apple: 90, 102, 247  
 aPriori: 315-316  
**Atashi Cellular**  
**Cosmetics:** 361, **363**, 377  
 AXA: 170  
 Baidu Apollo: 28, 166  
**Banco Bradesco:** **295-**299  
 Banco Sabadell: 225, 231  
 Banco Santander: 156, 224  
 Bankinter: 169  
**BASF:** **345-346**  
 Bayer: 248  
 BBVA: 146, 171, 222, 223, 226, 230, 261, 350  
**Beauty Cluster of Catalonia:** **249-251**, 255  
 Bext360: 345  
**Blue River Technology:** **312-314**  
**BMW:** 70, 153, 261, 349, **351**  
 Booking.com: 28  
 Bosch: 165  
 Boston Consulting Group (BCG): 67, 68, 72, 73, 217, 228, 229, 388  
 Bright Machines: 262  
 Cabify: 223  
**Cafler:** **349-350**, 352, **365-366**  
 CaixaBank: 161, 169  
 ChatRhino: 366, 367  
 Clearview AI: 40  
**CMY Cubes:** **305-310**  
**Coca-Cola:** 172, **204-**205  
**Coda Coffee:** **344-345**  
 Cognizant: 344, 345, 346  
 Copy.ai: 262  
**Cosabella:** **291-295**, 299, 303, 309, 310  
 Covariant: 262  
 Cuatrecasas: 224  
 DeepMind: 31, 93  
 Deloitte: 16, 124, 163, 224, 226  
**Desigal:** **344**  
 Disney: 15, 319-320  
**DoNotPay:** **366-367**  
**Drest:** **371-372**  
**dsm-firmenich:** **355-**356, 377  
**DXC Technology:** 349, **351**  
**Eaton:** **315-321**  
**ESADE's B2B Alumni Group:** 237, 249, **252-255**  
**Foreo:** **361-362**  
 Foxconn: 166  
**Fujitsu:** **344-345**  
**Genei:** **371-372**  
 General Electric (GE): 153  
**Google:** 9, 19, 28, 61, 74, 88, 91, 92, 146, 159, 162, 166, 181, **204-205**, 225, 230, 231, 247, 261, 292, 306, 308, 394, 398, 401  
 Grab: 334-335  
 Grifols: 158  
**Hitachi Astemo:** **344-345**  
**Hume AI:** **372-373**

Iberdrola: 174, 222,  
226, 229, 233, 235  
IBM: 67, 68, 85, 114,  
115, 116, 120, 121,  
124, 151, 157, 158,  
232, 267, 296, 361  
**IndesIA**: 361, **362**  
**Inflexion (Pi)**: 372-**373**  
**INNSAI Monitor**: 366,  
**368**  
Jasper AI: 262  
**JD.com**: 366-**367**  
**John Deere**: 178, 312,  
344, **346**, 349, 350  
**Johns Hopkins**  
**Hospital**: 344, **346**  
Kairos: 40  
**KLM Royal Dutch**  
**Airlines**: 355, **357**  
KPMG: 76, 261  
**LEGO**: 361-**362**  
LinkedIn: 202, 233  
L'Oréal: 249, 358  
Maisa: 71  
Maite.ai: 147  
Mapfre: 170, 226  
McDonald's: 260  
Mediktor: 168  
Mercadona: 152,  
225, 226, 230,  
234, 260  
Meta: 67, 93, 248  
Microsoft: 11, 12, 40,  
61, 63, 66, 118, 120,  
160, 181, 182, 207,  
224, 248, 266, 277,  
324, 326, 328  
Midjourney: 15  
**Mindtech Global**:  
371-**372**  
**Minory.ai**: 344, **346**  
**Mistral AI**: 262, 371,  
**372**  
**ModiFace**: 356, **358**  
**Multiverse**  
**Computing**: 248,  
371, **373**

**MYbank**: **331-336**  
**Nakie**: **301-305**, 309  
**Nestlé**: 226, 361-**362**  
**Netflix**: 28, 157, 230,  
285, **288-292**, 299  
Novartis: 168, 222  
NVIDIA: 16, 88, 247  
**OnDeck**: **277-279**, 284,  
309  
OpenAI: 11-13, 63, 66,  
207, 247, 262, 266,  
399, 421  
**Panasonic**: **344**  
Pfizer: 168  
Pharmacelera: 162  
**Ping An Good Doctor**:  
355, **358**  
Pony.ai: 80  
PRISA Media: 270  
Procter & Gamble: 209  
PwC: 86, 143, 224  
**Rappi**: **279-281**, 284  
Rehau: 344-345  
**Repsol**: 152, 174, 224,  
230, 361-**362**  
**Rolls-Royce**: 152, **323-**  
329, 334-335  
**Rubix**: **281-283**, 284  
**Runway ML**: 371-**372**  
Salesforce: 71, 122,  
182, 231, 261  
Samsung: 166, 319-320  
SAP: 83, 121, 209  
**Sephora**: 249, 356, **358**  
Sherpa.ai: 226, 231, 235  
Siemens: 118, 121, 153,  
163, 224  
Siemens Healthineers:  
222, 226, 230, 232,  
234  
Sierra.ai: 71  
Solinftec: 264  
Spherag: 177  
**Spotify**: 159, 202, 212,  
261, 255, **257**  
SSI Schaefer: 344,  
Stability AI: 13

**Starbucks**: 355, **357**  
**Stitch Fix**: 355-**356**  
Stripe: 203  
**SuperAnnotate**: 349,  
**351**  
**Talon.One**: 355, **357**  
Telefónica: 68, 158,  
160, 209, 223, 225  
Tesla: 28, 89, 166, 201,  
204, 234, 319  
**ThyssenKrupp (TK**  
**Elevator)**: **327-330**,  
234  
TikTok: 202, 306  
Toyota: 204  
**Trucksters**: 349-**350**,  
352, 365-**366**  
TuSimple: 176  
**Uber**: 176, **204-205**,  
212, 231  
**UiPath**: 366-**367**  
**UK Department for**  
**Work and Pensions**:  
**379-382**  
Unilever: 157, 260  
Universal (Universal  
Studios): 15  
UPS: 152  
Uptake: 324  
Volkswagen: 116, 121  
Waymo: 28, 80, 166,  
176  
Waze: 202  
Zara (Inditex): 150, 152,  
225, 231, 260  
**Zilliant**: 366-**367**



## The authors

---

### **Jorge Calvo**

Professor, international speaker, and advisor on corporate strategy and digital transformation, based in Tokyo and Barcelona. He holds a PhD in Economics and Business Administration from Universitat Abat Oliba CEU and has completed executive programs at Harvard Business School (HBS), the Massachusetts Institute of Technology (MIT), and ESADE Business School.

He currently serves as Deputy Dean of GLOBIS Graduate School of Management in Tokyo, where he also teaches Strategy and Digital Innovation and leads institutional digital transformation projects. In addition, he is Academic Director and Professor of the open program *"AI in Business"* at ESADE Executive Education and actively participates as a professor in MBA and EMBA programs, as well as in specialized courses such as *"AI & IoT Enabling Technologies"* and *"AI & Robotics Business Innovation"* at both ESADE and GLOBIS.

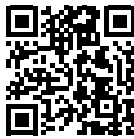
His academic and consulting work extends internationally, collaborating with institutions such as INALDE Business School (Colombia) and STC Academy (Saudi Arabia), and speaking at major global conferences on innovation and digital leadership.

With more than four decades of global business leadership experience, Jorge Calvo is recognized for his expertise in digital transformation and innovation through disruptive technologies, as well as his contributions to the development of responsible and ethical artificial intelligence.

He is a board member of the Japan Operations Management and Strategy Association and the Japan Society for Artificial Intelligence. Previously, he held senior executive roles such as Global President of SCM & IT at Roland DG Corporation headquarters in Japan, and President and CEO for EMEA.

He is the author of several influential books, including *Viaje al futuro de la empresa (Journey to the Future of the Company)*, published in Spanish, English, and Japanese and recommended by Japan's Minister of Digital Affairs, Taro Kono. He is also coauthor of *Wa: Claves de la cultura corporativa japonesa (Wa: Keys to Japanese Corporate Culture)*, a book endorsed by the organizing committee of the 400th Anniversary of Japan-Spain Relations.

More information: <https://www.linkedin.com/in/jcalvog/>







## The authors

---

### **Carlos Escapa**

International expert in strategic alliances and business development in data and artificial intelligence technologies, based in San Francisco, California. He holds a Master's in Computer Science from Virginia Tech and a Bachelor's degree from Illinois State University, and has completed executive education and taught as a guest lecturer at leading institutions such as UC Berkeley Haas, Stanford, Instituto de Empresa, and ESADE.

With more than three decades of experience in global technology leadership, Carlos has played a central role in advancing artificial intelligence at some of the world's largest tech companies. At Amazon Web Services (AWS), he served as Data & AI Global Practice Lead, driving the worldwide strategy for alliances and the deployment of large-scale data and AI solutions across both public and private sectors. Previously, he was Director of Global AI Business Development at Meta (formerly Facebook), where he championed AI integration into products and services worldwide and contributed to the growth of open-source projects such as PyTorch, now a cornerstone of the AI community.

His work combines technological innovation with building collaborative ecosystems, fostering knowledge transfer between industry and academia. He has led the development of reference architectures for machine learning, data modernization methodologies, and AI-driven solutions applied to real-world use cases in critical sectors, contributing to the delivery of hundreds of production projects around the globe.

Carlos also teaches in ESADE's open program "*Artificial Intelligence in Business*" (Spain) and lectures on "*Artificial Intelligence and Entrepreneurship*" at business and law schools in the Americas, Europe, and Asia. These include EGADE and UNIVA (Mexico), HEC (France), Universidad de los Andes and Universidad de Medellín (Colombia), Chulalongkorn Uni-

versity and Carnegie Mellon King Mongkut's Institute of Technology (Thailand), and Harbour.Space (Spain and Thailand).

He has lived and worked in Washington, London, Tokyo, Paris, Barcelona, and now the San Francisco Bay Area, leading multinational teams and managing international expansion for tech companies. He is also a mentor to startups, an active member of the global tech community, and a key voice in training professionals in AI and disruptive technologies.

His pragmatic vision of AI adoption, ethics, and technology governance—combined with his ability to bridge innovation, business, and society—makes him a leading figure in the global AI ecosystem.

More information: <https://www.linkedin.com/in/cescapa/>





**Libros de Cabecera**  
[www.librosdecabecera.com](http://www.librosdecabecera.com)

**Libros de Cabecera** aims to provide businesspeople, managers, consultants, entrepreneurs, students and anyone interested in the world of business and economics, with contents that **inspire action** in the world of business and management.

Our philosophy is that of **rigorous dissemination**, combining precision in the treatment of topics with easy-to-follow writing that helps readers to put the conclusions and suggestions of the authors into practice. We believe that informative and entertaining texts can be serious and rigorous.

Although many of our authors are new writers, they are all experts in the subjects they discuss. Our publishing team, composed of professionals who combine publishing skills with a broad knowledge of the business world, works together with them to ensure that each book we publish meets the parameters of **excellence, simplicity, and action orientation**.

Our collections consist of practical manuals, thematic books, examples of best practices, topical essays, and academic texts with an informative tone.

In short, our ambition is for all our books to be read and to be the reference on the subject they deal with. We hope, dear reader, that this will also happen to you with this book.

We are at your disposal at: [editorial@librosdecabecera.com](mailto:editorial@librosdecabecera.com)

Also on X: [@libroscabecera](https://twitter.com/libroscabecera)

---

**Sigue leyendo en:**

<https://www.librosdecabecera.com/the-ai-driven-business>

## **Libros de Cabecera**

Libros de empresa y economía

Libros de Cabecera es un proyecto editorial que pretende hacer llegar a empresarios, directivos y profesionales de la gestión de empresas, contenidos prácticos e innovadores, que les sean de utilidad en el desarrollo de su negocio y de sus tareas profesionales.