



Federico Flórez CIO of Ferrovial and Melia Hotels recognized in the *Digital European Mindset Awards* granted by DES2016

The *European Digital Mindset Awards* awarded in its first edition the most outstanding projects and professionals in digital transformation

Fernando Almaraz (University of Salamanca) was awarded in the Best journalistic work on digital transformation category, while Improve Search was awarded in the Best digital campaign category and Spotcat in the Best Startup category

Madrid, 26 May 2016.- **Digital Enterprise Show** (DES2016), the largest event on digital transformation that is been celebrating until today, 26th of may, in Madrid announced yesterday the winners of the *Digital European Mindset Awards* first edition during a gala dinner, held at the Jardines de Cecilio Rodriguez en el Parque del Buen Retiro.

The *European Digital Mindset Awards* recognize the most innovative proposals that present a disruptive approach to Customer Experience, IT Management and new digital business models. Values such as **innovation, leadership, disruption or strategy** was assessed by the international jury. Daniel Newman, BroadSuite Media Group; Beatriz García Quismondo, Womenalia; Michael Krigsman, CXO Talk founder; and Andreu View, Digital Champion for Spain in the European Commission has evaluated more than 150 projects from 26 countries that has applied for this first edition.

5 categories for the most disruptive professionals and projects

The *European Digital Mindset Awards* recognize professionals and leading companies worldwide in the following categories. In this first edition they have been awarded:

Federico Flórez, CIO of Ferrovial was awarded with the ***Best executive leader award*** that recognizes him as the best manager who is leading the digital transformation of his company. In the same category, Gonzalo Cortázar, CaixaBank; Enrique Sánchez de León, Asociación para el Progreso de la Dirección; and Manoj Jain, Bankai Group of Companies, were recognized as finalist.

Meliá Hotels was awarded with the ***Best company in digital transformation award*** that recognize the company that better executed the change from the traditional to the digital business model or that better combined both models with success. Banc Sabadell, Grupo Lasepan and Iberia Express were the finalists in this category.

Fernando Almaraz of the University of Salamanca won the **Best journalistic work in digital transformation** as the author of the best journalistic report that shows the impact of digital transformation in an industry or region. Elena Arrieta, Expansión, Gil Press, Forbes; and Alberto Iglesias Fraga, El Mundo were the finalists in this category.

Improve Search has won the **Best digital campaign award** that reward the best campaign based on digital channels and platforms getting the best results during 2015. The finalists in this category were TWBA and beagency.

And last but not least, the award for **the most disruptive start-up** went to **Spotcat** for its great impact on its sector thanks to its business model and its great projection in the coming years. As finalists were CyberPoints, Kidsy and Exovite.

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What is Digital Enterprise Show?

Digital Enterprise Show is the leading event in Digital Transformation that brings CEOs, CIOs, CDOs, CMOs, political leaders and HR departments together with the most innovative tech companies and consultancy the most cutting-edge technology solutions and products to guide European large corporations and SMEs to the Digital Transformation. This includes technological solutions to improve their businesses customer's experience, operational processes and business models from all industries.

The 6 main business areas to highlight at *Digital Enterprise Show* (DES2016) are: Cloud, Mobile, Big Data & Analytics, Social Business, Cyber security and Internet of Things. Thanks to the 200 top tech companies in Networks, Connectivity, Digital Transformation and Business Accelerators, Madrid will host during *Digital Enterprise Show* more than 18.000 business leaders and executives looking for solutions to become more competitive in the digital era. More than 160 tech companies will show up their innovations at DES.

Furthermore, a *Masterminds Congress* will transfer the digital skills needed with content exclusive to each profile of the company. More than 300 speakers are going to show the path to business leaders and European political leaders, to help them think long-term digitally.

Digital Enterprise Show has the support of the Secretary State for Telecommunications and Information Society (SETSI), the Community of Madrid and the City Council of Madrid with the aim to become Madrid in the worldwide capital city in digital business. Moreover, DES2016 has the support of the international Trade Offices from ICEX to help them promote the event in a double meaning: to attract top tech companies that want to increase their sales in the European market; and on the other hand to help Spanish IT sector to export their businesses and expand internationally.