



International experts on Digital Transformation Albert László Barabási, Sydney Finkelstein, Michael Kringsman and Brian Solís will be taking part as speakers in Digital Enterprise Show

More than 300 international speakers will share in Madrid their strategic vision about digital transformation, leadership and business innovation in the Congress that will be held in the framework of Digital Enterprise Show

Madrid, April, 14th 2016. - Digital Enterprise Show (DES2016), the Global Leading event on Digital Transformation that will be held in Madrid on May 24th, 25th and 26th will bring to Madrid the most inspiring and disruptive talks on digital transformation under the guidance of main international experts.

Digital Enterprise Show is the leading event on Digital Transformation that will provide CEOs, CIOs, CDOs, CMOs, political leaders and HR departments, together with the most innovative cutting-edge technology companies, the most innovative products and solutions to guide large corporations and European SME's towards Digital Transformation.

Additionally, within the framework of this international leading event, will be held *Masterminds Congress*, a program with the most inspiring and disruptive talks about digital transformation. The exhibition will bring together more than 300 speakers that will help executives to improve their skills and business strategy.

"We aimed to become Digital Enterprise Show in a holistic standpoint, showing technology as an enabler in which aspects such as change or talent management play an important role, as people are revealed as a key piece to achieve success on digital transformation. The board of speakers for this Digital Enterprise Show Madrid first edition includes a panel of international experts that will share their strategic vision about digital transformation and innovation to all attendees", states Lluís Altés, Strategic Director of the program.

Main experts on these topics have already confirmed their presence in Madrid that will become during a week in the global capital for digital business.

Digital Titan Keynotes, top sessions led by digital transformation "titans", will provide inspiring talks about the pillars of this transformation and its application in different business areas. DES2016 will count with the presence of:

- **Brian Solis**, American analyst, creator of the concept "*Digital Darwinism*" and author of "*The End of Business as Usual*", "*What's the Future of Business*" and "*X: The Experience When Business Meets Design*"

- **Sydney Finkelstein**, management and leadership specialist and author of *“Why Smart Executives Fail: And What You Can Learn from Their Mistakes”* and *“Superbosses”*
- **Nigel Fenwick**, Vice-president and Analyst in Forrester, strategy and digital business expert. He will provide keys about what really means to be a digital business.
- **Albert-László Barabási**, Hungarian physician and networks expert whose main contribution has been introducing the concept of scale-free networks to explain their widespread emergence in natural, technological and social systems.
- **Jesús Mantas**, IBM General Manager of Consulting and Global Process Services
- **Peter Gleisner**, Vice President Sales & Marketing Group Director for European Union Region
- **Héctor Ibarra**, Fjord Group Director. Design and innovation applied to customer experience

Supersession’s included in the program will be led by top level figures of the digital world that will guide a meeting with some of the cutting-edge companies which stand out because of their efforts in digital transformation and innovation. Some of the experts that will be leading these sessions are:

- **Michael Kringsman**, internationally recognized as an analyst and strategic adviser, will help CIOs to understand the great opportunity digital transformation means to those who know how to align tech transformation with business goals.
- **Theo Priestley**. Strategist and tech evangelist, he is an expert in new business models based on data.
- **Daniel Newman**, Digital Transformation strategist and author of different publications. He is an expert on marketing and Customer Engagement.
- **Ravi Mattu**, Financial Times editor. He will lead a session focused on the profitability within the equation of digital transformations.

Furthermore, the program will be filled out with seven forums to be happening in parallel. They will provide its own and personalized agenda to each executive profile attending the event:

CIOs Summit: a space focused on the challenges all IT managers are facing nowadays to become a key piece on Digital Transformation.

Digital Marketing Planet: a forum aimed to all marketing departments where digital agencies and tech companies are going to display their tools to help enhance their strategies.

Leadership Summit: a meeting where business and political leaders, presidents and CEOs are reunited with the European Commissioner for the Digital Economy and Society. A gathering to boost the European single market and Europe's Business Digital Transformation

HR Summit: A space and program to highlight new tech profiles needed by companies, HR departments and head hunters. They will discover how HR is important to a successful digital transformation and the tools to carry out the cultural change in their organizations.

Cyber security Forum: a journey dedicated to cyber security as a critical factor on digital transformation

Women Leadership on Digital Transformation: a session to enhance the role of women as CIOs and IT director within the business environment.

Open Innovation Marketplace, a space where technological start-ups can respond by offering solutions to the challenges of large corporations. It serves as a launch pad to offer start-ups access to the trading platforms of large technology companies.

Digital Enterprise Show Madrid will gather more than 18.000 business owners and executives from all over the world in their search of the strategic keys and technological solutions that will help them to be more competitive as well as carrying out digital transformation in their organizations.

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.

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