

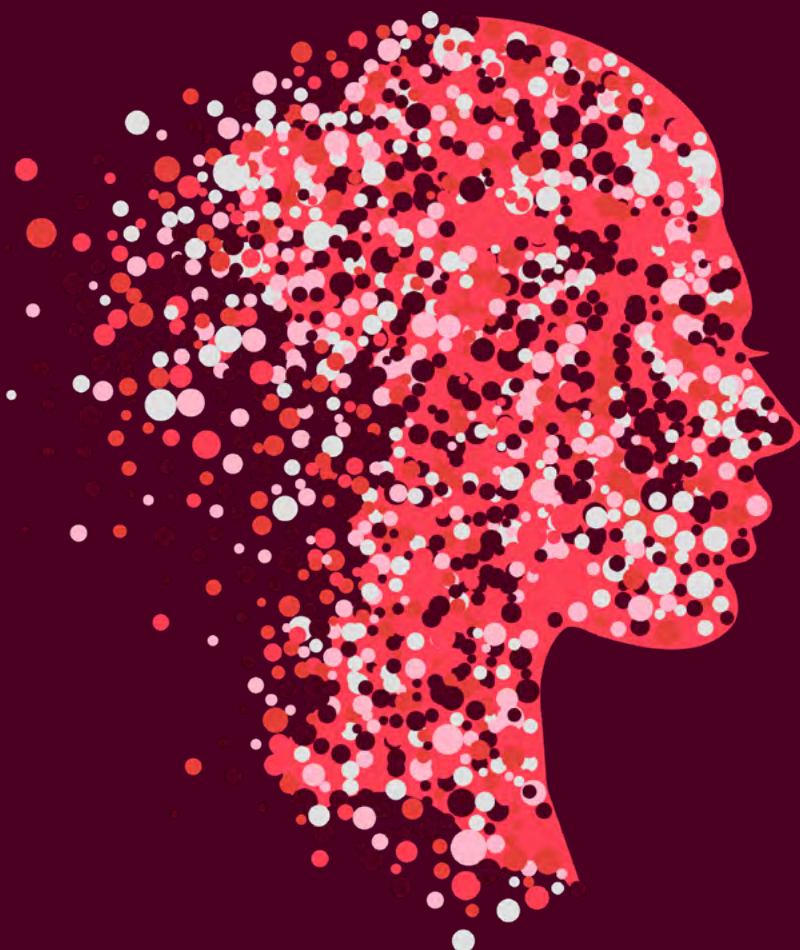


WiB
CUATRECASAS

AI: Creativity over knowledge

Connecting the dots

Madrid, October 19, 2023





WiB **CUATRECASAS**

AI: Creativity over knowledge
Connecting the dots

Program WiB 2023

The conference will host a debate on how Artificial Intelligence may impact on the necessary skills and tools to develop successful businesses. WiB Cuatrecasas will connect these skills and models with challenges and opportunities relating to female talent.

18:15 Registration

18:30 Welcome remarks

- › **Javier Fontcuberta**
Managing Partner, Cuatrecasas

18:45 Keynote Speaker

- › **Asunción Gómez-Pérez**
Vice-Rector for Research, Innovation and Doctoral Studies at
Universidad Politécnica de Madrid - Fellow of the Spanish Royal
Academy, chair “q”

19:10 Panel

- › **Cristina Aranda**
Co-founder & CEO, Big Onion, Co-founder MujeresTech
- › **Tomás Alfaro**
CEO, Aegon Seguros
- › **Ruth Falquina**
Co-founder & CEO, Estado Latente
- › **Isaac Hernández**
Country Manager, Google Cloud Iberia
- › **Diana Rivera**
Partner, Cuatrecasas (moderator)

20:00 Closing remarks

- › **Mariana Norton**
Partner, Cuatrecasas

20:15 Cocktails & Music

The event will be held in English.

Biographies

Speakers

Asunción Gómez-Pérez

Vice-Rector for Research, Innovation and Doctoral Studies at Universidad Politécnica de Madrid - Fellow of the Spanish Royal Academy, chair “q”



Prof. Dr. Asunción Gómez-Pérez is Vice-Rector for Research, Innovation and Doctoral Studies (2016-). She is Fellow of the European Academy of Science (2018), Fellow of the Royal Academy of Spain (2023), elected fellow of the Engineering Royal Academy and Full professor (2007). She participated in the R&D Spanish Strategy in AI (2019), member of the Council on Science and Technology in Madrid region (2016-) and part of the National Advisory Council on AI (2020 -).

Her name appears on the Stanford list of 2% of most cited researchers. She has received the ARITMEL national IT award (2015), the research award from the Universidad Politécnica de Madrid (2015), the Ada Byron national award for women technologists in its second edition (2015), the Know Square Award for her career in dissemination in Artificial Intelligence (2018), the national “Professional, Computer Engineer” award (2023) in its first edition, and the “Women who break” award (2023) from the Government Delegation in Extremadura.

Cristina Aranda

Co-founder & CEO, Big Onion,
Co-founder MujeresTech



Cristina Aranda is co-founder of Big Onion, a team of solvers for every layer of technology, innovation, business and cultural transformation of companies. She is co-founder of Mujeres Tech, a non-profit association that aims to promote initiatives so that there are many more women in different positions in the digital sector. In addition, Dr. Aranda is co-founder of the ELLIS Alicante center, dedicated to addressing fundamental challenges in AI with a focus on research excellence and social impact, and co-founder of the Spain AI Aragón community.

Cristina is an advisor on technology and diversity to different public and private institutions. She belongs to the Natural Language Processing expert Committee for Spanish and the Red.es gender desk of the Ministry of Economic Affairs and Digital Transformation of Gov. of Spain and leads the technology area of the Think Tank Covid19 of the Gov. of Aragon. In October 2018 she was considered by Business Insider as one of the 30 Spaniards in the tech world to follow on Twitter and selected as one of the Top 100 women. In 2019 Emprendedores magazine considered her one of the 9 most influential young entrepreneurs in Spain and in December 2020 she was considered one of the 20 most influential people in the Digital sector in Spain by Merca2 magazine. She was a speaker at TEDxZaragoza2018 and BBVA’s program “Aprendemos Juntos”.

Cristina holds a PhD in Theoretical and Applied Linguistics, a degree in Hispanic Philology, a Master in Internet Business, a Social Innovation Fellow of the US Embassy and the Meridian Intl. Center, Certified Professor of the EOI and Director of the Data in Real Life module of the Master Data Analytics and Academic Director of Big Data and AI, and Sustainability and Digitalization Executive Programs of ISDI.

Tomás Alfaro

CEO, Aegon Seguros



Mr. Alfaro serves as CEO of Aegon Spain since July 2018. Prior to his appointment as CEO he was Chief Commercial Officer in Aegon Spain from 2015 to 2018, Bancassurance Director from 2012 to 2015 and Bancassurance Manager from 2008 to 2012.

Before joining Aegon, he was Investments Director in N+1 (now Alantra) in a Special Situations fund (2007-2008). Previously he was Engagement Manager in McKinsey and Company where he entered as a Business Analyst in 2000.

He is currently Chairman of the Board of Directors of Santander Vida and Santander Generales, and Vice Chairman of the Board of Directors of Liberbank Vida y Pensiones in Spain. He is also Chairman of the Board of Directors of Aegon Santander Totta Vida and Aegon Santander Totta Nao Vida in Portugal.

Mr. Alfaro holds a Medical Degree from Universidad de Alcalá de Henares and an MBA from Harvard Business School, with High Distinction (Baker Scholar). He lives in Madrid, with his wife and four children.

Ruth Falquina

Co-founder & CEO, Estado Latente



CEO and Co-Founder of Estado Latente, a technocreativity agency. Ph.D. in the impact of artificial intelligence on branding. Founder Spain AI Cadiz. She explores the new era of augmented creativity and human-machine/machine-human co-creation. With 20 years of experience in innovation, creativity, marketing and digital transformation, she has worked with prominent brands in multiple markets (Asia, Europe, LATAM, USA) such as Apple, McDonald's, PlayStation, Google, Red Bull, Netflix USA, Lego, United Nations, Channel.

As the Co-Founder and CEO of Estado Latente, she assists individuals, brands, and organizations in shaping the future and gaining a digital competitive. Passionate speaker, she has pilot more than 150 workshops and hackathons worldwide (Ted Talks, Social Media Week, South Summit.) she teaches at renowned universities and has created and facilitate MAD Mingle Hackathons in 22 countries for create social impact ideas that changes the world.

She created AI Brands, the first AI Master's program for creative professionals at Miami Ad School, as well as the first AI Master's program for marketers at the Institute of Artificial Intelligence.

Ruth's holistic vision and understanding of the digital environment have been recognized with numerous awards and accolades such as Eurobest, WINA, Effie, Cannes and named Estado Latente TOP Digital agency. Additionally, she is deeply committed to promoting women in (STEAM) fields, aiming to enhance their visibility in the digital, creative, and AI sectors.

Biographies

Speakers

Isaac Hernández

Country Manager,
Google Cloud Iberia



Isaac Hernández is the country manager of Google Cloud for Spain and Portugal since 2014.

Google Cloud is a division of Google that specializes in cloud computing, mobility, and artificial intelligence. These technologies can help businesses transform digitally.

Originally from Tenerife, he is a graduate in Telecommunications Engineering from the Higher Technical School of Telecommunications Engineers at the Polytechnic University of Madrid.

He also has an Executive MBA from the Instituto de Empresa and a Master in Business Administration from IESE, as well as some other degrees from universities such as Kellogg in Chicago or IMD in Lausanne.

With over 25 years of professional experience, Isaac Hernández has worked for companies such as Microsoft and Vodafone, with different responsibilities in management areas at the board of directors level, both in Spain and in other countries in Latin America and Europe.

He also has extensive experience in Digital Transformation processes in large companies, relying on advanced technological architectures that offer speed and agility and developing an organizational culture that promotes innovation and internal entrepreneurship.

Javier Fontcuberta

Managing Partner, Cuatrecasas



Javier Fontcuberta specializes in advising on business cooperation agreements. This involves the drafting, negotiation and termination of national and international commercial distribution agreements, as well as franchising and concession, commission, mediation and agency agreements, effective in many countries worldwide. He also specializes in M&A, advising on designing and implementing international M&A transactions.

His other area of specialty is good governance and internal investigations, advising on regulatory compliance, transparency and good governance, and on designing, implementing and monitoring management and corporate governance structures, and corporate groups. He also represents clients in court, administrative and arbitration proceedings in collaboration with the corresponding experts.

He is secretary of the boards of directors and legal advisor to several companies. Since 1998, he has been collaborating with ESADE Business & Law School, where he lectures part time on commercial law and other related subjects. He speaks regularly at conferences on commercial law in Spain and abroad and has written many specialized articles.

He is a member of the Barcelona Bar Association.

Diana Rivera

Partner, Cuatrecasas



Diana Rivera specializes in venture capital and private equity investments and is an expert corporate lawyer advising Spanish and multinational companies on complex domestic and cross-border M&A transactions.

She is secretary of several board of directors.

Diana is a member of the board of directors of the World Law Group and is the co-founder and coordinator of the Women in Business (WiB) program in Cuatrecasas.

In 2017, the prestigious publication Iberian Lawyer Review acknowledged her work with the 40 under Forty Award, given to the 40 best lawyers under 40 on the Iberian Peninsula, along with the additional distinction of "Outstanding Achievement (Law Firm) Awards," granted to the best lawyer at a law firm. In 2019, she was recognized in the list of Top 50 women in the Iberian legal sector by Iberian Lawyer InspiraLAW.

Chambers Europe, Leaders League and Best Lawyers list her as a recommended lawyer in the Corporate & M&A, Private Equity and Venture Capital categories.

She lectures on M&A, corporate law and family business in master programs at several universities, including *Universidad de Navarra*.

Mariana Norton

Partner, Cuatrecasas



Mariana Norton dos Reis regularly acts for private equity investors on their investments and divestments, and represents strategic investors in connection with cross border acquisitions and sales of privately owned companies and assets.

She has recently completed a number of major transactions in the infrastructures, energy, retail, real estate and financial industry sectors in Spain and Portugal. On an international level, she has extensive experience in advising M&A transactions of multinational companies in Europe, Latin America and the United States.

She worked at the Madrid office from 2004 to 2017 and is currently based in the Lisbon office, where she started her career in 1998.

Member of the Portuguese and Madrid Bar Associations and admitted to the New York State Bar Association. She lectured in the master in Business Law, Cross Border Mergers, at Universidad Autónoma de Madrid and in the bachelor degree in Law and Business Administration and Management at Universidad CEU San Pablo, in Madrid.

Co-founder and coordinator of the Women in Business (WiB) program in Cuatrecasas.



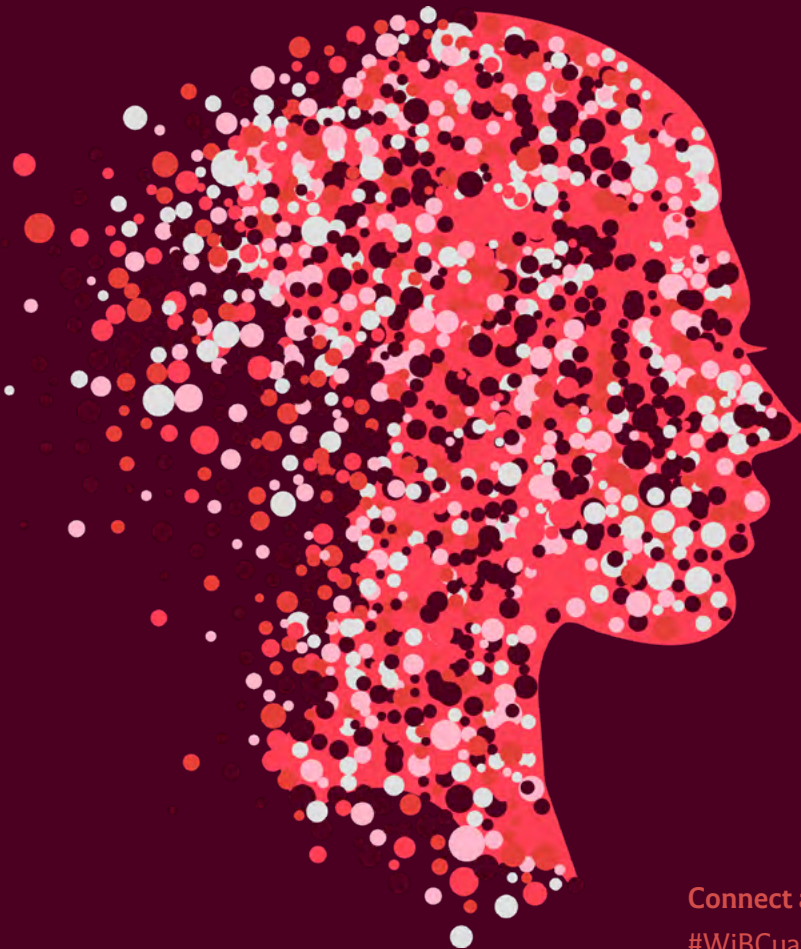
CUATRECASAS

Venue Almagro, 9
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Date and Time Thursday, October 19, 2023
18:15h to 22:30h

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