

MONDAY, 25th February

ESADE Stand

Other Spaces

9.15h 11.45h	LECTURE: “Artificial Intelligence” Master in Business Analytics. (MIBA)	Prof. Marc Torrens (ESADE) Diego Villuendas (Head of Data & Analytics at SEAT)		
12.00h 12.45h	ESADE SPEAKER SERIES: “The Art and Science of Growing ventures”	Roundtable with entrepreneurs moderated by Prof. Jan Brinckmann (ESADE)	12:00h - 13:00h “Autonomous driving show” SEAT Stand	With Alexander Siebeneich (Industrial Director at CARNET) and ESADE students.
12.45h 13.30h	ESADE SPEAKER SERIES: “For those about to rock data-driven innovation: what can we learn from music Industry?”	Roundtable with: <ul style="list-style-type: none"> • Laia Pujol, ESADE Researcher • Turo Pekari, Teosto Future Lab • David Osimo, Research Director Lisbon Council • Yvan Boudillet, Founder at TheLynk 		
13.30h 14.15h	ESADE SPEAKER SERIES: “Industry 4.0”.	Roundtable organized by MBA Entrepreneurship Club and E3 <ul style="list-style-type: none"> • Moritz Engler (MIE'15) CEO at Inflight Virtual Reality • Jan Carbonell (TheAcademy.AI) • Moderated by Prof. Oscar Torres (ESADE) 		
14.30h 17.00h	LECTURE: “Artificial Intelligence” Master in Business Analytics. (MIBA)	Prof. Marc Torrens (ESADE) Diego Villuendas (Head of Data & Analytics at SEAT)	15:00h - 15:45h PANEL DISCUSSION: “The digital mobility: is multimodality a real thing? Who takes the cake?” Garden Stage	Javier Rivera, Corp Strategy SEAT Oliver Grimm, Head of Multimodal Mobility SEAT Paulin Dementhon, Founder and CEO Drivy Mar Pallàs, VP Europe Market Development Scoot Moderated by Prof. Jonathan Wareham (ESADE)
17.00h 20.00h	LECTURE: “Programación Avanzada de Web Apps Bachelor in Business Administration	Prof. Jordi Tardà (ESADE)		

TUESDAY, 26th February

ESADE Stand

Other Spaces

<p>9.15h 11.45h</p>	<p>LECTURE: “Digital Transformation of the world” CEMS</p>	<p>Prof. Alberto Gimeno and Josep Ruano (ESADE).</p>	
<p>12.00h 14.00h</p>	<p>PANEL DISCUSSION: “Reinventing Education. Reinventing ESADE after 60 years of history”</p>	<p>Ben Nelson. CEO Minerva. Mark Vernooij. Partner at THINK School of Creative Leadership Koldo Echebarria. Director General ESADE Moderated by Ivan Bofarull. Director of Global Insights & Strategic Initiatives at ESADE</p>	
<p>14.00h 16.00h</p>	<p>ALUMNI MEETING “The future of management in the AI age” ESADE Alumni Top Management Network</p>	<p>Prof. Xavier Ferràs. (ESADE)</p>	
<p>16.00h 17.00h</p>	<p>ESADE SPEAKER SERIES: “Growing Data-Born companies”</p>	<p>Round table with Philippe Gelis (CEO, Kantox) Josep María Porra (Business Performance Director, King) Alessandro Pregolato (Data Science Lead, Typeform). Moderated by Prof. Manu Carricano (ESADE)</p>	<p>(16.30h) PANEL DISCUSSION: “Digital Transformation” SEAT stand</p> <p>Prof. Xavier Ferràs (ESADE) Arantxa Alonso (Executive Managing Director at XMOBA). Moderated by Oliwia Puppel (Head of Talent Acquisition at SEAT)</p>
<p>17.00h 18.00h</p>			
<p>18.00h 19.00h</p>	<p>ESADE SPEAKER SERIES El jurista tras la Inteligencia Artificial: ¿Quién crea, a quién beneficia y a quién perjudica? Master IT + IP ESADE Law School.</p>	<p>Prof. Mario Sol (ESADE Law School)</p>	

WEDNESDAY, 27th February
ESADE Stand
Other Spaces

9.15h 11.00h	LECTURE: “Visualización de información de negocio” Bachelor in Business Administration (BBA) Prof. JL. Cano (ESADE)	9.45h PANEL DISCUSSION: “Refocusing Education” 4YFN EdTech Track Ben Nelson, CEO of Minerva Moderator: Ivan Bofarull (ESADE)
11.00h 12.00h	LECTURE: “Innovation & Creativity: Developing New Products through Design Thinking” MBA Prof. Ivanka Visnjic (ESADE)	10:00h. WORKSHOP: “How to shape the future of our Digital Society” Prof. Marc Torrens (ESADE)
12.00h 13.00h	PANEL DISCUSSION: “Future Talent for the new Digital World” Marc Sanz (BBA'11) Head of Education (Sth Europe). Google Vignesh Anand: Head of Partner Operations, Glovo Daniel Martos: Recruiter, Travelperk Oriol Saludes: COO, Kemiex Moderator: Marc Rovira (MIE'14). Founder, Polaroo Organized by ESADE Careers	
13.00h 14.00h	PANEL DISCUSSION: “The Automotive Digital Factory of the Future” Prof. Xavier Pujol (ESADE) Francisco Requena (Head of Innovation & Smart Factory at SEAT)	
14.00h 15.00h	LECTURE: “Innovation & Creativity: Developing New Products through Design Thinking” MBA Prof. Ivanka Visnjic (ESADE)	PANEL DISCUSSION: (15.00h) “Natural Language Understanding” Agora stage Javier Peman, Public Sector Sales Representative at IBM Stephen Mallik, CEO of Artie Maria Perillo, Chief Learning Officer at ABA English Moderated by Prof Luis Vives (ESADE)
16.00h 19.00h	LECTURE: “Innovation in Marketing. Creativity, New Products and Design” Bachelor in Business Administration (BBA) Profs Isa Moll and Jordi Montaña (ESADE)	