

Mobile Entrepreneurs

Monday, 26th February

9:30h. - 12:30h.

Marketing for Entrepreneurs and innovators

Master in Innovation & Entrepreneurship

Prof. Jan Brinckmann, ESADE

12:00h. - 13:00h.

Startup Acceleration Program

MBA Speaker Series. Round table.

José Manuel Sala, Head of Supply Chain & Omnichannel Operatins,
Media Markt - Carlos Llorens, Operations & Transportation
manager, Media Markt - Balazs Matocza, BDM, Visionario
Prof. Fernando Benito, ESADE

13:00h. - 14h.

Business Impact of the Blockchain

MBA Speaker Series.

Francisco Arechaga, Marketpay.io

14h. - 15h.

Finance for Entrepreneurs and Innovators

Master in Innovation and Entrepreneurship

Prof. Luisa Alemany, ESADE

15h. - 16h.

Cybersecurity with a live hacking

MBA Speaker Series.

Lluís Vera, Ackcent Cybersecurity

16h. - 18h.

Finance for Entrepreneurs and Innovators

Master in Innovation & Entrepreneurship

Prof. Luisa Alemany, ESADE

18h. - 19h.

Networking event

Innovation

Tuesday, 27th February

9:30h. - 10:30h. **Ciberseguridad:** “activos en peligro,
riesgos y contramedidas jurídicas y organizativas”

Master in IP-IT. ESADE Law School - Prof. Xavier Ribas

10:30h. - 11:30h. **eSports: The Next Marketing Revolution**

Executive Education Speaker Series Rountable

Prof. Julio Villalobos, ESADE

11:30h. - 12:30h. **Becoming an infinite learning organization**

Luigi Congedo, Principal @BootstrapLabs - Marc Zao-Sanders, CEO, filtered.com
Caroline Mol, Managing director (Europe), edX
Kenneth Mikkelsen, CEO, Future Shifts
Ivan Bofarull, Director, Global Insights & Strategic Initiatives, ESADE
Josep Franch, Dean ESADE Business School

12:30h. - 14h. **Can robots improve educational experience?**

Challenges and simulation | Prof. Núria Agell and Pedro Parada, ESADE
Pepper robot, Robotrónica

Roundtable | Prof. Cecilio Angulo, AI Research Center, UPC - Prof. Esteve
Almirall, ESADE - Prof. Jonathan Wareham, ESADE - Ricardo Tellez, The
construct - Daniel Bayón, CEO Robotrónica - Prof. Núria Agell. ESADE

14h. - 15h. **ESADE Corporate lunch**

15h. - 16h. **Artificial Intelligence | Round table at Nestlé stage**

Luigi Congedo, Principal @BootstrapLabs - Núria Oliver, Dir. Data Science
Research, Vodafone - Jaume Portell, CEO, Beabloo - Josep Maria Martorell,
Associate Director Barcelona Supercomputing Center - Prof. Luis Vives, ESADE

16h. - 17h. **Big Data and Analytics**

Executive Education Speaker Series. Round table.

Jose-Luis Gonzalez, Head of Data Science, eDreams-Odigeo - Xavier Guardiola, Data
Science Lead, King - Marco Bressan, Chief Data Scientist, Satellogic - David Millan,
Director Big Data & Advanced Analytics, Vodafone Prof. Manu Carricano, ESADE

17h. - 18h. **Industrial Internet of Things**

Executive Speaker Series - Oscar Torres, ESADE

18h. - 19h. **Data Analytics in the Cloud**

Master in Business Analytics Speaker Series

Pepe Lamas, Data & AI Solutions, Microsoft - Prof. Esteve Almirall, ESADE

Digital Business

Wednesday, 28th February

9:30h. - 11:30h.

Visualización de información de negocio

Bachelor in Business Administration - Prof. JL. Cano, ESADE

11:30h. - 12:30h.

Managing Digital Business

Master in International Management - Prof. Joan Rodón, ESADE

12:30h. - 13:30h.

The Future Of Entertainment: Rakuten TV And The Empowerment Revolution

Round table of ESADE entrepreneurs

At Nestlé stage | Jacinto Roca, CEO Rakuten TV

Xavier Sánchez, ESADE Alumni Director

To be an entrepreneur in a digital market

Round table of ESADE entrepreneurs

Joscha Raue, Founder, think-it.io - Helena Torras, Founder, b-wom.com

Prof. Jaume Villanueva, ESADE Entrepreneurship Institute

13:30h. - 14h.

Media Pitch for entrepreneurs

Davide Rovera, Eworks Manager

14h. - 15h. **Entrepreneur's Informal Lunch**

15h. - 16h. **Big Data, Genetics and Blockchain:**

Is this the future of healthcare?

ESADECreapolis Speaker Series

Oscar Flores, Made of Genes.

16h. - 17h.

The end of the retail as we know it

ESADECreapolis Speaker Series - Prof. Luis Lara, ESADE.

17h. - 18h.

Managing Digital Business

Master in International Management

Prof. Joan Rodón, ESADE