



III INTERNACIONAL CONGRESS

ACCOMPANIMENT IN THE BUSINESS ENVIOREMENT

12th-13th

NOVEMBER

THE HUMANIZATION IMPACT IN THE
BUSINESS ENVIORMENT

INSTITUTO DE
ACOMPAÑAMIENTO

PROGRAM

November 12th

INSTITUCIONAL WELCOMING	
Daniel Sada	UFV Principal
Fátima Báñez García	Former minister of labor President of CEOE Foundation
CONFERENCE OPENING: "Humanizing work and the purpose of life in contemporary organizations"	
Xavier Marcet	"Lead to change" President and consultant
COFFE - NETWORKING	
Thematic Panel 1 : The meaing of work and accompaniment Moderator: Marta Montojo	
Ryan Foley	Global Director of HWAW
Tomás Pereda	"Más humano": Fundation General Subdirector
Enrique Ruiz	PARTNER AT FORMACIÓN & DESARROLLO AUREN PERSONAS
Blanca Hernández Rodríguez	MAGALLANES President - Value Investors
WORKSHOP	
Susana Alonso	María Sánchez Arjona
LUNCH	
Thematic panel 2: Automaton and Artificial Inteligence Moderator: Jorge Cerdio	
Juan Antonio Perteguer	Social Action Business President
Javier Ruiz de Azcárate	Catenon President
Juan Digon	Accenture
Juan Antonio Gómez Bule	Makers Consulting
Ana Lazcano	UFV
COFFE - NETWORKING	
Scientific communication	

PROGRAM

November 13th

RECAP OF THE DAY BEFORE

Thelematic Panel 3: Leadership and Corporate Governance Moderator: Javier de Cendra

Anton Colella	CEO, Moore Global
Jessica McManus Warnell	Notre Dame University
Héctor Florez (pendiente de confirmar)	Deloitte Former CEO
Javier Marín Romano (pendiente de confirmar)	Singular Bank CEO
Jorge López González	UFV Education and Pscicology Dean

COFFE - NETWORKING

Thematic Panel 4: Sustainability and Welfare Moderator: María Sánchez Arjona

María Paramés	Bankinter Communication, people and quality Director
Marta Colomina	PwC España. Marketing Managing Director, Sustainability & Foundation.
Cristina Prados Rodríguez	Director of the Master's Degree in People Management and Organizational Behavior at UFV Founder & CEO of Zenthia Leaders, S.L.
Francisco García Cabello	Founder & CEO of the RRHH Forum

Thematic Panel 5: Talent accompaniment and development Moderator: Susana Alonso

Susana Gómez Foronda	Independent Board Member & President of the AEDIPE center
Sonia González	Crescente CEO
Luis Fernando Rodríguez Martín	Watch&Act CEO
Mireya Muñoz	Head of Culture, Organizational Talent, Employee Experience & Diversity

WORKSHOP

Susana Alonso	María Sánchez Arjona
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LUNCH

Thematic Panel 6: Universities and Humanizing Corporations Moderator: Javier de Cendra

Olga Peñalba	Polytechnic School UFV Dean
Javier Marquez Vigil	Dean of the Faculty of Economics and Business Administration at Comillas Pontifical University
Max Torres	Catholic University of America
Macarena Cuenca Amigo (pendiente de confirmar)	DEUSTO BUSINESS Dean
David Geenens	Benedictine College Professor
CLOSURE CONFERENCE: "Toward Caring Organizational Cultures"	
Sigrid Marz	UNIAPAC President

