

# III INTERNATIONAL CONGRESS ACCOMPANIMENT UFV

Accompaniment in the  
business field

The impact on the humanization of companies



## PROGRAM CONGRESS ACCOMPANIMENT

### Day one: November 12

#### Welcome

Daniel Sada

Fátima Báñez García

#### Opening lectura

*“Humanization of Work and Meaning in Organizations”* – Xavier Marcet

#### Thematic Panel 1: *“Meaning of Work and Support”*

Alfonso González Arocha (HWAW/Qualfon)

Tomás Pereda (Más Humano)

Enrique Ruiz (Auren)

Blanca Hernández Rodríguez

#### Workshop

#### Lunch

#### Thematic Panel 2: *“Artificial Intelligence and Automation”*

Juan Antonio Perteguer (Independent Education Consultant)

Javier Ruiz de Azcárate (Catenon)

Juan Digon (Accenture)

Juan Antonio Gómez Bule (Opinion Makers)

Ana Lazcano (UFV)

#### Presentations

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12 - 13  
NOVEMBER

## Day two: November 13

### Thematic Panel 3: “Corporate Governance and Leadership”

Anton Colella (CEO, Moore Global)

Jessica McManus Warnell (Notre Dame University)

Héctor Florez (Ex-CEO Deloitte)

Javier Marín Romano (CEO Singular Bank)

Jorge López (Dean of the School of Education, UFV)

### Thematic Panel 4: “Sustainability and Workplace Well-being”

María Paramés (Bankinter)

Marta Colomina (PwC)

Fran García Cabello

### Thematic Panel 5: “Talent Development and Support”

Susana Gómez Foronda (AEDIPE)

Sonia González Iglesias (CEO Crescente)

Luis Fernando Rodríguez (CEO Watch&Act)

Mireya Muñoz (Director of Culture, Talent... AXA Seguros))

### Workshop

### Lunch

### Thematic Panel 6: “Universities and the Humanization of Companies”

Olga Peñalba (Dean of the School of Engineering, UFV)

Andrew Abela (Dean Busch Business School, Catholic University of America)

*To be confirmed* (Dean of the School of Economics and Business, Comillas)

*To be confirmed* (Catholic University of America)

*To be confirmed* (Dean Deusto Business)

*To be confirmed* (Dean Benedictine College Business School)

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## CLOSING CONFERENCE

*"Toward Supportive Organizational Cultures"*

Sigrud Marz (President of UNIAPAC)