

GEF MADRID 2024
Castellana Campus
Juan Hurtado de Mendoza 4, 28036 Madrid, Spain

AGENDA

8:30 9:00 30 min **Registration and Welcome Coffee**

AUDITORIUM MORNING SESSIONS

9:00 9:15 15 min **Welcome Remarks**
Vanesa Jaklistch (Journalist, Washington)

9:15 9:30 15 min **Shaping the future, Keeping as human**
Nieves Segovia (President, SEK Education Group)

9:30 10:15 45 min **AI and the Global Scale**
[Vanesa Jaklistch \(Journalist, Washington\)](#)
Carme Artigas (Co-Chair AI Advisory Body United Nations)
Marc Rottenberg (President, Center for AI and Digital Policy)

10:15 10:45 30 min **What does it mean to be human**
[Alejandro Díaz Garreta \(Director, Global Education Forum\)](#)
Ignacio Martínez Mendizábal (Senior Professor, Universidad de Alcalá de Henares)

10:45 11:15 30 min **Coffee Break**

11:15 11:45 30 min **K12 Education for the Age of AI**
[Iván Martínez Pastor \(Director, SEK International Schools\)](#)
Charles Fadel (Founder and CEO, Center for Curriculum Redesign)

11:45 12:15 30 min **Becoming an AI University**
[Héctor Escamilla \(Rector, UCJC\)](#)
George Siemens (Chief Scientist, SNHU)

12:15 12:25 10 min **GEF AI Platform and Dynamics of Parallel Session**
[Vanesa Jaklistch \(Journalist, Washington\)](#)
Rafael Pérez Martín (Director, Globant)

PARALLEL MORNING SESSIONS, BLOCK 1

- 12:35 13:20 45 min **AI and Critical Thinking**
[Carla Aerts \(Education Thought Leader and Advisor\)](#)
Richard Light (Professor of Teaching and Learning, Harvard University)
Dan Levy (Senior Lecturer, Harvard University)
Ben Nelson (Chairman & CEO, Minerva Project)
Mark Kabban (Chief Knowledge Officer, Examined Leadership Collective)
Patrick Gyimah Awuah Jr. (Founder & President, Ashesi University)
Giuseppe Auricchio (Chief Learning Innovation Officer, SEK Education Group)
- 12:35 13:20 45 min **Things University Presidents Dont Like to talk about: A conversation with Ben Ziff and Arpad von Lazar**
[Vanessa Jaklistch \(Journalist, Washington\)](#)
Ben Ziff (US Embassy in Cuba)
Arpad von Lazar (Chairman, International Advisory Board, SEK Education Group)
- 12:35 13:20 45 min **Financing Education in AI Era**
[Amanda Nolen \(CoFounder, Niles Nolen\)](#)
Jean-Pierre Landeau (Fomer Deputy Governor of the Banque de France)
Eduardo López (Founder and Managing Partner, Columbus Avenue Investments)
Alexander Schindler (Former Board Member of Union Investment Asset Management)
Al Naaman Al Naamani (Board Member, New World International School Oman)
Fernando Valenzuela (CEO, Edlatam Alliance)
Morgan Battle (Managing Director, Tucker Capital)
- 12:35 13:20 45 min **Reshaping Academic Research**
[Francisco López Muñoz \(Vice-Rector for Research, Science and Doctoral Studies, UCJC\)](#)
Victor Melatti (Data Scientist, Times Higher Education)
Rubén San Segundo Hernández (Professor, Universidad Politécnica de Madrid)
Angel García Crespo (Senior academic, Universidad Carlos III)
Xavier Soberón Mainero (Researcher Biotechnology, UNAM)
Mariano Fernández Enguita (Emeritus Professor, Universidad Complutense de Madrid)
Jordi Sabater (Tenure Scientist, AI Research Lab CSIC)
- 12:35 13:20 45 min **AI, Enhancing Digital Safety in Schools**
[Rebecca Winthrop \(Director, Center for Universal Education, Brookings Institution\)](#)
Joe Clement (Teacher, US Public School)
Matt Miles (Teacher, US Public Schools)
Paul Atherton (Founder & CEO, AI-for-Education.org)
Jeff Bradley (Former Director at Commission on International Education, NEASC)
Claude Vivier Le Got (Chairwoman and President, Federation for European Education)
Laura Cuesta Cano (Professor, UCJC)
- 12:35 13:20 45 min **Redefining Teaching with AI**
[Anshul Arora \(Education Entrepreneur and Investor, Edvance Group\)](#)
Stavros Yiannounka (CEO, WISE)
José Rafael Espinosa (CEO, Mentu)
Fernando Díaz del Castillo (Chief Learning and Technology Office, Mentu)
Patricia Castañeda (Director, Alquería Cavelier Foundation)
Younes Bensouda Mourri (CEO & Founder Stanford University & Livetech AI)
Dan Carroll Clever (CoFounder Clever, CuE)
Hadi Partovi (CEO, Code.org, CuE)
John W. Moravec (Founder, Education Futures)
Glenn M. Kleinman (Senior Advisor, Stanford Graduate School of Education)
- 13:20 13:30 10 min **Speakers and attendees change rooms**

PARALLEL MORNING SESSIONS, BLOCK 2

- 13:30 14:15 45 min **Academic - Corporate Collaboration in AI**
[Salvador Medina \(Founder and CEO, Valhalla\)](#)
Adrian Monck (Senior Advisor, Mohamed bin Zayed University of Artificial Intelligence)
Charlie Radman (Global Head of Education HP, CuE)
Albert Triola (Senior Vicepresident EMEA & Country Leader Spain, Oracle)
Sonia Martínez Vivas (General Director, CYD Foundation)
Khaled Harras (Senior Associate Dean, Carnegie Melon University Qatar)
Javier Bargañó (Big Data and Analytics Leader, PWC)
Gillian Hinde (Global Corporate Responsibility Leader, EY)
- 13:30 14:15 45 min **Medical Education and AI**
[To be confirmed](#)
Roger Ndinjock (Sr. Manager, Market Access Intuitive Surgical)
Xavier Soberón Mainero (Researcher Biotechnology, UNAM)
Omar Qandeel (Board Member Blue Orchard Finance Ltd.)
Javier Viñals (CEO, Careexpand)
José Barberán López (Dean, HM Faculty of Health Sciences-UCJC)
José Ignacio Fernández-Vera (Lawyer Master CTS HH Álvarez Quirós Foundation)
Eduardo López (Founder and Managing Partner, Columbus Avenue Investments)
- 13:30 14:15 45 min **Ethical Implications on AI**
[Gregory Unruh \(Arison Professor, Sustainability Editor MIT SMR, George Mason University\)](#)
Richard Benjamins (Vicepresident, OdiseIA)
Ahmed Elgammal (Professor, Rutgers University)
Justo Hidalgo (Chief Artificial Intelligence Officer, the Spanish Association for the Digital Econom
Mark Kabban (Chief Knowledge Officer, Examined Leadership Collective)
Katharina Miller (Research Director, Miller International Knowledge)
- 13:30 14:15 45 min **Ensuring a seat for Every Learner in an AI era**
[Carlota Tovar \(Director, UCJC Foundation\)](#)
Paul Atherton (Founder & CEO, AI-for-Education.org)
Jeanette Van Beek (Director, Symphony ZorgAcademie)
Luis Enrique Portales Derbez (Head of Experimentation and Impact, Tecnológico de Monterrey)
Simón Menéndez (Director of Education and Youth at Ashoka)
Elyas Felfoul (Director, WISE)
Carla Aerts (Education Thought Leader and Advisor)
Khaled Harras (Senior Associate Dean, Carnegie Melon University Qatar)
- 13:30 14:15 45 min **Reporting the Future: The Impact of AI on Education Journalism**
[Alberto Iglesias \(Journalist, El Español\)](#)
Elisa Silió (Journalist, El País)
José María de Moya (CEO, Siena Educación)
Alfonso Herrero (Journalist, Europa Press)
Additional journalists to be added soon
- 13:30 14:15 45 min **President's Round Table**
[Stavros Yiannounka \(CEO, WISE\)](#)
Ben Nelson (Chairman & CEO, Minerva Project)
Nieves Segovia (President, SEK Education Group)
Héctor Escamilla (Rector, UCJC)
Klaus Barbknech (Rector, TU Bergakademie Freiberg)
Bruce Magid (Provost and VP of Academic Affairs, Golden Gate University)
Bertold Friedlender (President, Hadassah Academic College)
Patrick Gyimah Awuah Jr. (President Asheshi University)
Annelien Bredenoord (Rector Magnificus Erasmus University Rotterdam)
Keith Krueger (CEO, CoSN)
Rebecca Winthrop (Director, Center for Universal Education, Brookings Institution)
Claude Vivier Le Got (Chairwoman and President, Federation for European Education)
Andrés Pedreño (Former Rector Universidad de Alicante)

LUNCH BREAK

14:15 15:25 70 *min* **Finger lunch**

AUDITORIUM AFTERNOON SESSION

15:25 15:30 05 *min* **Welcome back afternoon**
Vanessa Jaklistch (Journalist, Washington)

15:30 16:05 35 *min* **Students view of the Future on Education**
[Zaynab Berriche](#) (Student of Audiovisual Communication, UCJC)
Fabiola Ríos (Student of Entrepreneurship and Business Management, UCJC)
Marta Barea Morla (Student of Education, UCJC)
Rebeca Fung (Student of Audiovisual Communication, UCJC)
Nicolás Rueda (Student of Education, UCJC)
Diego Rodríguez Carballal (Student of Communication and Humanities, UCJC)
María García de la Granja (SEK Ciudadcampo)
María Fernández Liniers (SEK El Castillo)
Charlotte Coffeng (SEK El Castillo)
Alejandra Bedmar Arrogante (Student of Education, UCJC)

PARALLEL AFTERNOON SESSIONS, BLOCK 1

- 16:15 17:00 45 min **AI and Personalized Learning**
[María Isabel García Senent](#) (Assistant Professor- Faculty of Education, UCJC)
 Luis Enrique Portales Derbez (Head of Experimentation and Impact, Tecnológico de Monterrey)
 George Siemens (Chief Scientist, Human Systems)
 Dan Levy (Senior Lecturer, Harvard University)
 Alvin Graylin (Author, Global VP, HTC)
 Faraón Llorens (Smart Learning Research Group, Alicante University)
 Younes Bensouda Mourri (CEO & Founder Stanford University & Livetech AI)
 John W. Moravec (Founder, Education Futures)
 Rafael Mira (CEO and Founder, Delibera.com, Ex McKinsey)
- 16:15 17:00 45 min **AI's role in Student Wellbeing**
[Marían de la Morena](#) (Director, BeWell Center UCJC)
 Tanya Gamby (Director Health and Welness, SNHU)
 María Fernanda Martínez Alorda (Networks Manager, The Wellbeing Project)
 Raquel Serradilla Juan (Vicepresident Strategic Partnerships, Fahraon)
 Stuart Woollford (AIA Insurance, CuE)
 Ruth Castillo Gualda (Professor UCJC, Senior Consultant Yale Centre for Emotional Intelligence)
 Martin McKay (CEO Texhelp, CuE)
- 16:15 17:00 45 min **Navigating AI Legal Frontiers**
[Cristina Villasante Chamorro](#) (Partner, ECIJA Law and Technologies)
 Miriam Salvador García (Director of the Law Department of the Camilo José Cela University)
 José I. Monedero Montero de Espinosa (Managing Partner of Monedero Gil & Crespo)
 María Petronela Popiuc (Law Professor, UCJC)
 Teresa Martín Castro (Founder & CEO, Mavens Abogados)
 Patricia Manca Díaz (Partner, PWC)
- 16:15 17:00 45 min **AI and LifeLong Learning**
[Debbie Gilmore](#) (Executive Director, Arrowsmith)
 Ismael Gómez García (Director of Global Digital Strategy, OEI)
 Andrés Pulgarín (CEO Bestlovers)
 Álvaro Fernández Ibáñez (CEO & Director, SharpBrains)
 Luis Enrique Portales Derbez (Head of Experimentation and Impact, Tecnológico de Monterrey)
 Annelien Bredenoord (Rector Magnificus Erasmus University Rotterdam)
- 16:15 17:00 45 min **Edtech trends and investments in AI**
[Félix López Capel](#) (SEK Labs, SEK Education Group)
 Nic Newman (General Partner, Emerge)
 Amanda Nolen (Co-Founder, NilesNolen)
Other panelists to be added soon
- 17:00 17:10 10 min **Speakers and attendees change rooms**

PARALLEL AFTERNOON SESSIONS, BLOCK 2

- 17:10 17:55 45 min **AI and the Future of Work**
[Javier Garilleti \(Partner, Lead by Thought ex PWC\)](#)
Nic Newman (General Partner, Emerge)
Rafael Mira (CEO and Founder, Delibera.com, Ex McKinsey)
Sonia Martínez Vivas (General Director, CYD Foundation)
Esther Sarsa (Patron of B Lab Spain and President of the B Impact Circle)
Daniel Truran (B Corp Ambassador- B Lab Europe)
- 17:10 17:55 45 min **Globalising Education with AI**
[Enrique González \(Senior Partner at McKinsey & Company\)](#)
Elyas Felfoul (Director, WISE)
Ben Nelson (Chairman & CEO, Minerva Project)
Zubair Junjuna (Founder, Znotes)
Marc Rottenberg (Founder, Center for AI and Digital Policy)
Dan Sandhu (Leadership Council, Center for Universal Education)
Magdalena Brier (Director, ProFuturo Foundation)
- 17:10 17:55 45 min **AI, Arts, and Humanities**
[Francisco Javier López Navarreta \(CEO, Mindway\)](#)
Ahmed Elgammal (Professor, Rutgers University)
Maite Meleru Nogués (Senior researcher , Barcelona Supercomputing Center)
Javier Martínez de Velasco Centeneta (Co-founder & COO Artgonuts)
María Carolina Andrada (Professor at the Faculty of Education, UCJC)
Francisco Asensi Viana (Head of Strategic Partnerships & Innovation, DeAPlaneta)
- 17:10 17:55 45 min **Creating a New Education System**
[Alfonso González Hurtado de Mendoza \(President, Espacios de Educación Superior\)](#)
Carlos Magro Mazo (Founder, Asociación Educación Abierta)
Ainara Zubillaga (Director of Education, Cotec)
Ismael Sanz Labrador (Professor, Universidad Rey Juan Carlos)
Manuel Abellán Serna (Industry Executive Higher Education, Microsoft)
Antonio Guzmán Sacristán (Discovery Director, Telefónica)
Ainhoa Marcos (VP Education Spain & Global K-12 Sales Director, Odilo)
Adriana Maritza Angarita Cala (CEO and Founder, SenecaLab)
- 17:10 17:55 45 min **Edtech trends and investments in AI (Cont.)**
[Félix López Capel \(SEK Labs, SEK Education Group\)](#)
Nic Newman (General Partner, Emerge)
Amanda Nolen (Co-Founder, NilesNolen)
Other panelists to be added soon
- 17:55 18:05 10 min **All speakers and attendees return to Auditorium**

CLOSING SESSION

- 18:05 18:10 05 min **Welcome Back**
Vanessa Jaklistch (Journalist, Washington)
- 18:10 18:20 10 min **Closing Remarks**
Nieves Segovia
- 18:30 19:30 60 min **Closing Cocktail**