

</DATA>

with PURPOSE

SUMMIT

# Program

may .21<sup>st</sup> .2024

Rectorate of NOVA University of Lisbon

8:00 a.m. CHECK-IN

8:45 a.m. WELCOME

9:00 a.m. Opening Artistic Performance

**Lisi Gonçalves** DJ

9:15 a.m. WELCOME TALK

**Francisco Pedro Balsemão** CEO of IMPRESA  
**Miguel de Castro Neto** Dean at NOVA IMS

## DATA-DRIVEN PUBLIC POLICIES

RE THINK

9:35 a.m. TALK

**Henrique Gouveia e Melo** Chief of the Navy Staff

10:00 a.m. ROUNDTABLE

**João Pimentel** President of IPQ  
**Manuel Cabugueira** Board member of ANACOM  
**Rui Santos Ivo** President of Infarmed

10:35 a.m. FLASH TALK

AI DATA-DRIVEN POLICIES

**Pedro Simões Coelho** Full Professor at NOVA IMS

## BUSINESS INTELLIGENCE FOR LEADERS IN A DEEPFAKE WORLD

RE VIEW

10:50 a.m. FLASH TALK

HARNESSING DATA WITH BUSINESS INTELLIGENCE

**Bruno Jardim** Executive Director at NOVA BI & Analytics Lab

11:00 a.m. COFFEE BREAK

11:30 a.m. FLASH TALK

DATA4ALL: RECONNECT FAST, POSITIVE EFFECTS

**José Oliveira** CEO at BI4ALL

11:55 a.m. ROUNDTABLE

**Carlos Passos** IS Director at Ministry of Defense  
**Pedro Batista** Guest Lecturer at NOVA IMS  
**Sara Fernandes** Recovery and Resilience Plan Coordinator  
**Teresa Rosas** Head of Technology at Fidelidade

## AI | SCIENCE FICTION OR DATA SCIENCE?

RE CENTER

12:35 p.m.

FLASH TALK

AI AND THE NEED OF DATA - PERSPECTIVES AND CONSIDERATIONS FROM A BIOPHYSICAL POINT OF VIEW

**Davide Accardi** Group Head of Advanced Bioimaging and Biooptics Experimental Platform at Fundação Champalimaud

12:45 p.m.

TALK

GENERATIVE AI: PIONEERING NEW FRONTIERS IN COMPUTATIONAL CREATIVITY

**Manuel Dias** National Technology Officer at Microsoft

1:15 p.m.

BREAK

2:30 p.m.

FLASH TALK

NAVIGATING THE CYBERSECURITY GENAI ERA – FROM FEAR TO FIERCE

**Sérgio Duarte** Cybersecurity Lead at Capgemini

2:45 p.m.

ROUNDTABLE

**Cátia Moreira** VP Performance at Foundever  
**Ivo Bernardo** Partner and Data Scientist at DareData Engineering  
**Paulo Vale** Executive Director at AI4PA  
**Joana Baptista** Deputy Mayor of the Oeiras City Council

## TARGETING AND DEVELOPING TALENT THROUGH ANALYTICS

RE SKILL

3:20 p.m.

CASE STUDY

**Guilherme Victorino** Associate Dean for Value Creation at NOVA IMS

**Cláudia Vieira** Academic Partnerships Senior Manager at Jerónimo Martins

3:30 p.m.

DEAN'S OPEN INNOVATION CHALLENGE  
FINAL PITCHES AND AWARDS CEREMONY

4:15 p.m.

COFFEE BREAK

## BUILDING SMART BRANDS

RE BRAND

4:45 p.m.

ROUNDTABLE

**Carlos Coelho** Co-founder and President of IVITY  
**Marco Rappazzo** Head of Trade Marketing at Ferrero Portugal  
**Mariana Oliveira Lima** Senior Director, CRM & Marketing Automation at VML MAP  
**Rita Nabeiro** Executive Board Member at Grupo Nabeiro and CEO of Adega Mayor  
**Teresa Antas Rio** Brand Director at NEOM Media

5:30 p.m.

TALK

LINKEDIN'S ECONOMIC GRAPH: CREATING OPPORTUNITY FOR EVERY MEMBER OF THE GLOBAL WORKFORCE

**Katheline Jean-Pierre** Advertising Sales Executive & Chief Growth Executive at LinkedIn

Media Partner

Partners

Expresso

Capgemini



foundever

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FERRERO

LIDER

NOVA

IMS

Information  
Management  
School