



## Inma Martinez

### Digital & AI Pioneer

*"One of Europe's top talents in social engagement through technology"*

Inma Martinez is a digital and AI pioneer who serves as Chair of the Multi-stakeholder Expert Group and Co-Chair of the Steering Committee at the GPAI, the G7/OECD global agency for the development and cooperation on AI. She is also a collaborator of the UNIDO highlighting the implications of the 4IR for developing countries in the post-pandemic world and of UNESCO's initiative to make AI inclusive of intercultural input.

#### TOPICS:

- o Fintech
- o Smart Cities and AI
- o How A.I. can create Digital Transformation and Competitive Advantage
- o "The future of" series in the Digital Economy
- o The Future of Work in the A.I. Automated Society
- o Hacking A.I. Digital Marketing
- o Transforming SMEs with AI and Big Data

#### LANGUAGES:

She presents in English and Spanish.

#### PUBLICATIONS:

- 2021** The Future of the Automotive Industry
- 2020** The Fifth Industrial Revolution: How Space Commercialisation will derive the Biggest Industrial Expansion of the 21st Century

#### IN DETAIL:

Since 2001 Inma has provided expert testimonies across various technology boards at the European Union. She has combined her career in innovation with prestigious government appointments in the UK (at the Trade & Investment agency and at the Innovation Fund of the Department of Sport, Media and Culture) and in Spain at the Ministry of Economy and Digital Transformation. She has also advised the Malaysian government's Sarawak Centre of Performance Excellence on digital transformation strategies for both civil society and government-owned businesses. Inma was voted the "Best contributor to the formation of strategy" in the section "Driving the Future of Europe's Digital Economy" at Bloomberg BusinessWeek's European Leadership Forum.

#### WHAT SHE OFFERS YOU:

Inma Martinez is an advisor to leaders on how to turn digital transformation into competitive advantage and contribute to societal progress. A sought-after expert in forecasting digital disruptions and revealing the potentiality of AI and other transformative technologies.

#### HOW SHE PRESENTS:

Described as a "motivational visionary" who describes the future in attainable terms, Inma is a relaxed, enthusiastic, and quick-witted speaker.