

BROCHURE
AGENDA
CONGRESO

20
NOV.
Virtual

Buenos Aires, Argentina



DAY 1 | INSPIRE & CONNECT

- 12:00 HS - CONGRESS OPENING
- 12:00 HS - **NETWORKING | SPONSORS**
- 12:30 HS - **PRESENTACION DEL CONGRESO**
- 12:45 HS - WELCOME CEO IIBA GLOBAL | **DELVIN FLETCHER**
- 12:55 HS - WELCOME IIBA ARGENTINA PRESIDENT | **EMILSE KASEM**
- 13:00 HS - KEYNOTE- **RAFA PAGÁN** | AI-ENHANCED LEADERSHIP: THE STRATEGIC FUTURE OF BUSINESS ANALYTICS
- 13:45 PM - TRACK 1 | **ANTONIO SÁNCHEZ DE BOECK** | BUSINESS ANALYSIS 4.0: INTEGRATING GENERATIVE AI, ERP, AND BI FOR INTELLIGENT DECISIONS
- 13:45 PM - TRACK 2 | **ORLAND POMARES** | THE BUSINESS ANALYST AS A DECISION ARCHITECT USING REAL DATA AND RESPONSIBLE AI. "FEWER DASHBOARDS, MORE DECISIONS."
- 14:30 PM - TRACK 1 | **ABOSEDE BABATUNDE** | UNLOCKING THE HUMAN VALUE OF DATA-DRIVEN BUSINESS ANALYTICS: FROM DATA TO DECISION.
- 14:30 PM - TRACK 2 | **EMILIANO ACTIS DATO** | HOW TO BUILD AND MAINTAIN A DATA-DRIVEN CULTURE THAT ENABLES BETTER, FASTER, AND SMARTER DECISION-MAKING WITHIN THE COMPANY.
- 15:15 PM - **Mesa Panel IIBA LATAM**
- 16:05 PM - **BREAK**
- 16:15 PM - TRACK 1 | **MARIANO URBINATTI MACHADO** | THE NEW ROLE OF THE ANALYST: FROM REQUIREMENT GATHERING TO AI ORCHESTRATION
- 16:15 PM - TRACK 2 | **BLESSING POKU** | DRIVING THE CHANGE WITH HUMAN LEADERSHIP AND IMPACTFUL SKILLS.
- 17:00 PM - TRACK 1 | **ESTHER FOLORUNSO** | CONNECTING PEOPLE, PROCESSES, AND TECHNOLOGY: BUSINESS ANALYTICS AS THE ENGINE OF DIGITAL TRANSFORMATION
- 17:00 PM - TRACK 2 | **EMILIANO G. ZARCO** | WHEN DREAMING GETS ORGANIZED. THE "TOMBA MODEL" EXPERIENCE
- 17:45 PM - TRACK 1 | **FEDERICO SCARCELLA** | DATA QUALITY = DECISION QUALITY
- 17:45 PM - TRACK 2 | **EMMANUEL ROMERO** | LEADERSHIP IN THE AGE OF AI: BUILDING DIVERSE, TALENTED, AND AI-POWERED TEAMS.
- 18:30 PM - **CIERRE DIA 1 | BOARD IIBA ARGENTINA**

MAIN SUBJECT: REDEFINING THE VALUE OF BUSINESS ANALYSIS



CONGRESO INTERNACIONAL DE ANÁLISIS DE NEGOCIOS

BA 360 Experience | Transformación, Datos y Liderazgo Humano

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21
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DAY 2 | CO-CREATE AND TRANSFORM

MAIN SUBJECT: *SINCE ANALYSIS TO ACTION*

IIBA[®]
ARGENTINA
CHAPTER

- 12:00 HS - CONGRESS OPENING
- 12:00 HS - **NETWORKING | SPONSORS**
- 12:30 HS - **CONGRESS INTRODUCTION DAY 2**
- 12:45 HS - WELCOME IIBA PRESIDENT ARGENTINA PRESIDENTE | **EMILSE KASEM**
- 13:00 HS - KEYNOTE- **JARED GORAI | AI IS YOUR FRIEND**
- 13:45 PM - TRACK 1 | **JAMES DEAN - GUSTAVO VIZZONI | SHAPING THE FUTURE OF BUSINESS ANALYTICS**
- 13:45 PM - TRACK 2 | **FABRICIO LAGUNA | OUTCOME-ORIENTED MINDSET**
- 14:30 PM - TRACK 1 | **CARLOS RUIZ ZAPATA | DEVELOPING AND DEPLOYING THE ORGANIZATIONAL STRATEGY - INITIATING MEANINGFUL CHANGE**
- 14:30 PM - TRACK 2 | **NATALIA BISANG | HOW DOES A BUSINESS ANALYST ADD VALUE IN THE AGRICULTURAL SECTOR?**
- 15:15 PM - TRACK 1 | **JEAN PIERRE MOMO | FROM DATA TO LEADERSHIP: THE PILLARS OF EFFECTIVE BUSINESS ANALYTICS**
- 15:15 PM - TRACK 2 | **RAÚL FERNÁNDEZ CUENCA | AI, PROCESSES AND BABOK®: ACCELERATING CHANGE IN ORGANIZATIONS**
- 16:05 PM - **BREAK**
- 16:15 PM - TRACK 1 | **ORLANDO GUEDEZ | INTRODUCTION TO THE IIBA GUIDE TO 'BUSINESS DATA ANALYTICS'**
- 16:15 PM - TRACK 2 | **JOÃO AZEVEDO | SOLVING PROBLEMS THAT AI CANNOT SOLVE.**
- 17:00 PM - TRACK 1 | **ARIEL RIZZI - CARLOS FERNANDEZ | SAFE AGILE VS BUSINESS ANALYSIS**
- 17:00 PM - TRACK 2 | **AGUSTIN GOMEZ | DIAGNOSING AGILITY: MEASURING THE INVISIBLE**
- 17:45 PM - TRACK 1 | **AGUSTIN CERUTTI | THE FUTURE OF WORK: WHEN WELL-BEING BOOSTS PERFORMANCE**
- 17:45 PM - TRACK 2 | **BEN MACDONNELL | THE SECRET POWER OF THE BUSINESS ANALYST IN AGILE DIGITAL TRANSFORMATION**
- 18:30 PM - **CLOSING DAY 2 | BOARD IIBA**

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