

# FinAI Summit

## Event Schedule 2025

### 5 TH OF MAY | MEXICO

LOCAL TIME UTC -6	
7:00 - 8:00 Registration (IN-PERSON ATTENDEES ONLY)	9:00 - 10:00 Keynote
Attendee Registration	Asset Selection and Portfolio Construction with Polymodels and Machine Learning
8:30 - 8:15 Welcome and Opening	PhD. Raphael Douady, Researcher, Mathematician, Economist, and Expert in Systemic Risk
Welcome Remarks and Purpose of the Event	10:00 - 11:00 MASTERCLASS - 1st Part
Daniel Ordaz, Head of Experiencia única & Data México	Each masterclass has a total duration of 3 hours, distributed across May 5th, 6th, and 7th. You must choose one of the following: 1- Introduction to Reinforcement Learning 2- Advanced AI Agents for Scalable Business Voicebots 3- From Data to Insight: Visualization & Storytelling 4- Create and speed up your ML Solution 5- LLMs in Action
8:15 - 9:00 Panel Discussion	
AI-Driven Risk Management: Predicting the Unpredictable	10:00 - 11:00 Networking & Showcase (IN-PERSON ATTENDEES ONLY)
Moderator: Daniel Ordaz, Head of Experiencia única & Data México Panelist: PhD. Raphael Douady, Researcher, Mathematician, Economist, and Expert in Systemic Risk Hugo Najera, Head of Retail Banking at BBVA México Juan Manuel Yañez, Discipline Leader in Global Risk Management at BBVA Mexico	Networking with coffee service. Additionally, there will be a showcase of flagship AI and Data projects developed by BBVA.

### 6 TH OF MAY | COLOMBIA

LOCAL TIME UTC -5	
8:30 - 9:00 Registration (IN-PERSON ATTENDEES ONLY)	11:00 - 12:00 MASTERCLASS - 2nd Part
Attendee Registration	Second part of the selected masterclass
9:00 - 10:00 Keynote	11:00 - 12:00 Networking & Showcase (IN-PERSON ATTENDEES ONLY)
Algorithmization: My Journey from Transforming BBVA to an Entire Country	Networking with coffee service. Additionally, there will be a showcase of flagship AI and Data projects developed by BBVA.
PhD. Sergio Álvarez-Telaha CEO of SciTheWorld Group	
10:00 - 11:00 Panel Discussion	
How AI Will Revolutionize Financial Markets	
Moderator: Carolina Ramírez COO of Corporate and Investment Banking at BBVA Colombia Panelist: PhD. Sergio Álvarez-Telaha CEO of SciTheWorld Group Gregorio Blanco Executive Vice President of Engineering & Data at BBVA Colombia Andrés Carrandi Retail Relationship Models & Radical Customer Perspective Leader at BBVA Colombia	

### 7 TH OF MAY | TÜRKİYE

LOCAL TIME UTC +3	
16:00 - 17:00 Networking & Showcase (IN-PERSON ATTENDEES ONLY)	17:55 - 19:00 Panel Discussion
Networking with coffee service. Additionally, there will be a showcase of flagship AI and Data projects developed by BBVA.	From Algorithms to Values: The Path Toward Responsible Artificial Intelligence
17:00 - 17:45 Keynote	Moderator: PhD. Sertaç Doğanay Leader in Technology and Sustainability   LinkedIn Top Voice Panelist: PhD. Sadi Evren Seker Dean of Computer and Information Technology Faculty, Istanbul University, Founder of OptiWisdom Inc. Ali Özgür Tüzemen Executive Vice President at Garanti BBVA Technology PhD. Sinan Bayraktar Data & Advanced Analytics Director at Garanti BBVA Uğur Boncuğu Credit Risk Management Data & Advanced Analytics Director at Garanti BBVA
Artificial Intelligence and the Other Side of the Coin: Responsible AI	
PhD. Sertaç Doğanay Leader in Technology and Sustainability   LinkedIn Top Voice	19:00 - 20:00 MASTERCLASS - 3rd Part
17:45 - 17:55 Break	Third part of the selected masterclass
Break to prepare the panel discussion, during which coffee will be served to in-person attendees.	

### 8 TH OF MAY | SPAIN

LOCAL TIME UTC +2	
15:30 - 16:00 Registration (IN-PERSON ATTENDEES ONLY)	17:45 - 18:35 Panel Discussion
Attendee Registration	The New AI Disruption: Opportunities and Challenges
16:00 - 16:55 Keynote 1	Moderator: Elena Alfaro Head of Global AI Adoption at BBVA Panelist: PhD. Maya Ackerman Co-founder WaveAI Kay Firth-Butterfield CEO of Good Tech Advisory LLC Ricardo Garcia Martin Head of Analytics Transformation and Head of Global Risk Management Data & Analytics at BBVA
Creative Machines: AI, Hallucinations, and the Future of Human Creativity	
PhD. Maya Ackerman Co-founder WaveAI	18:35 - 18:40 Closing of the event
16:55 - 17:45 Keynote 2	Closing of the Event by Antonio Bravo Acín
Co-Existing with AI at work and play	Antonio Bravo Acín, Head of Data & AI at BBVA
Kay Firth-Butterfield CEO of Good Tech Advisory LLC	18:40 - 19:30 Networking & Showcase (IN-PERSON ATTENDEES ONLY)
	Networking with cocktail service. Additionally, there will be a showcase of flagship AI and Data projects developed by BBVA.

## Masterclasses

### INTRODUCTION TO REINFORCEMENT LEARNING

Discover the fundamentals of one of the most exciting fields in modern AI.

 DAY 1. SPANISH ONLY

DAYS 2-3. ENGLISH ONLY

*Reinforcement Learning* (RL) is at the heart of many cutting-edge AI applications—from robotics to trading algorithms. In this session, we'll explore the core concepts behind RL, including agents, environments, rewards, policies, and value functions. You'll gain an intuitive understanding of how machines learn to make decisions through trial and error and how these methods differ from supervised learning.

This masterclass is designed for professionals who want to build a solid conceptual foundation in RL and understand its potential applications in the real world, particularly in areas like finance, recommendation systems, and automation.

No prior experience in RL is required—just curiosity and a passion for learning.

#### Teachers:

Sergei Gukov      Carlos Alfonso Ruiz Guido

Ali Shehper

### ADVANCED AI AGENTS FOR SCALABLE BUSINESS VOICEBOTS

Unlock the potential of voicebots in modern business.

 ENGLISH ONLY

This interactive session explores the journey of voicebot development, from quick, low-code solutions to fully customized implementations powered by intelligent agents. Participants will discover how to choose the right approach depending on business needs, and how AI is transforming the voice channel into a scalable and efficient tool for customer interaction.

Designed for professionals looking to simplify, personalize, and scale voicebot technology, this masterclass offers practical guidance to build impactful voice experiences and deploy them effectively across the enterprise—no deep technical expertise required.

#### Teachers:

Félix Serrano      Lucas Bruand

Omar Alhory      Francisco Mújica

### TRANSFORMING DATA INTO IMPACT: FROM PREPARATION TO VISUAL STORYTELLING

Learn how to turn raw data into meaningful insights through visualization and storytelling.

 SPANISH ONLY

This masterclass takes participants on a journey from preparing data to building impactful dashboards and telling compelling visual stories. We'll explore the key steps—from structuring and cleaning data to creating effective charts and translating insights into clear, business-relevant narratives. Along the way, you'll also work with world-leading BI tools (AWS Athena and AWS QuickSight) to put the concepts into practice.

Ideal for professionals looking to communicate data more clearly, this session will help build confidence in working with data and transforming it into powerful visual stories that drive action.

#### Teachers:

David Alameda      Sara Sanz

Enrique Salgado

### CREATE AND SPEED UP YOUR ML SOLUTION

Build robust, efficient, and scalable machine learning pipelines with modern tools and best practices.

 SPANISH ONLY

This masterclass offers a practical walkthrough of a complete MLOps workflow using Amazon SageMaker. Participants will learn how to work with feature stores, distinguish between offline and online layers for training and inference, register and deploy models, and monitor performance through real-time data capture and drift detection—ensuring long-term model quality.

In addition, the session introduces Mercury, an open-source library designed to accelerate the development of machine learning solutions. Through a real-world use case, participants will explore Mercury's modular architecture and work hands-on with key components such as Robustness, Explainability, and Monitoring.

This session is ideal for data scientists and ML engineers looking to streamline model development and adopt scalable, production-ready workflows.

#### Teachers:

Francisco Moraleda Moreno      Marcos Galletero Romero

Hector Aguado García      Daniel Sanchez Santolaya

Jacobo Chaquet Ulldemolins      Pablo León Alcaide

Santiago Basaldúa Lemarchan

### LLMS IN ACTION

Harness the power of LLMs to build practical solutions.

 SPANISH ONLY

In this masterclass, we'll introduce the fundamentals of large language models (LLMs) and how to interact with them effectively. Participants will explore how these models can be adapted to specific tasks—such as classifying sentiment in financial news—by guiding them with additional examples. We'll also look at how to build smarter systems that combine language models with external information sources to deliver more relevant and accurate answers, without needing to retrain the model.

This session is ideal for those curious about how LLMs can be tailored to business needs and how to make them even more powerful with simple, real-world enhancements. No deep technical background required—just interest in the future of intelligent tools.

#### Teachers:

David Edgardo      María de Jesús

Castillo Rodríguez      García Santiago