Maximo Ibarra is an international business leader with more than 30 years of experience in telecommunications, media, technology and digital transformation.

Born in 1968, he holds a degree in Political and Economic Sciences and an MBA, complemented by executive education programmes at INSEAD, London Business School, Singularity University, MIT and IESE.

He has served as CEO of Wind, Wind Tre, KPN in the Netherlands, Sky Italia and Engineering Group, leading major transformation and growth programmes across Europe.

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Alongside his executive career, he has been since 2005 Professor of Digital Marketing at Luiss University and Digital Innovation at Luiss Business School. He is also co-author of the book *AI Impact*.