

Alicia Asín

BIO

Alicia Asín is the CEO and co-founder of Libelium, the Spanish IT company that has created "Waspmote", a wireless, modular and open source sensor hardware platform for the Internet of Things (IoT).

As a speaker, Alicia Asín provides great insight on data mining, particularly addressing the big questions surrounding Big Data and the relevance of security and privacy in the new IoT era. In addition, thanks to her considerable professional experience, Asín is considered a ground-breaking keynote speaker on issues concerning the use of IoT to promote democracy and transparency, intelligently addressing the risks technology will face, as well as the opportunities it offers as a catalyst for sustainability. Alicia clearly explains the potential of technology in general and of IOT in particular to maximize the social impact for organizations - especially in the private sector - already in the development phases, as well as their capacity to contribute decisively to the Sustainable Development Goals 2030, thus responding to a generation of committed consumers.

Alicia has dedicated a considerable part of her career figuring out how technology can change the world through the development of programs such as smart cities and precision agriculture. Libelium develops projects to monitor and improve crop efficiently via environmental control systems to prevent climate change. Their IoT technology is also helping developing countries to universalize access to health care services thanks to e-health control equipment. These disruptive applications allow Libelium to be present in more than 120 countries worldwide. The Financial Times has praised Libelium after the Mobile World Congress 2016 by naming Asín's company as one of the Spain's baby unicorns.

Alicia has been internationally awarded for her entrepreneurial career merits and contributions to technological innovation. In 2021, Alicia has been recognized as one of the Top 7 IoT Thought Leaders to Follow in 2021 (AI Tech Park). In 2007 she was awarded the WCEA with the highest distinction for her research in Computer Architecture. She was also the first Spanish woman to receive the National Young Entrepreneurs Award in 2014. Her merits have also allowed her to become a "Spanish with Talent", a distinction awarded by Marca España that allowed her to lead the worldwide campaign for the

international diffusion of Spain's prestige, where she featured with figures such as the singer Alejandro Sanz. The 2016 National Computer Science Prize recognized the merits of her career and role in the progression and internationalization of her company. In October 2017, Alicia Asín has received the Award "Rey Jaime I" from His Majesty the King and Queen of Spain, the highest distinction for scientists, researchers and entrepreneurs. In June 2018 she was awarded with the 2nd position of the European Commission Prize for Women Innovators.

KEYNOTES

The Power of Data

Never before have we been able to access as much data as we can today. Data is an essential tool for improving the productivity of our organizations and has also become the currency for numerous digital services. Are we aware of what our digital footprint implies? Do we know who benefits the most from our data?

Datocracy: Data to promote democracy and transparency

Are data a tool to surveil us or to empower us? Alicia conducts an interesting analysis of how the Internet of Things (IoT) can be used to strengthen democracy and increase transparency in governance.

Technology Needs ALL of You

Technological advancements create a growing demand for profiles in STEM professions. However, unfortunately, there are fewer and fewer girls choosing these types of educations. In this talk, Alicia Asín shares her personal story of achievements and failures as a co-founder and CEO of a technology company while illustrating different biases present in artificial intelligence algorithms and opportunities to combat them.

The Main Challenges for Cities to be Smart and Sustainable

By 2050, 70% of the world's population will live in cities (smart or not). How do megacities affect our way of living and moving around? This conference explores the technological, regulatory, and ethical challenges that cities face on their path toward greater sustainability.

REQUIREMENTS

Fees

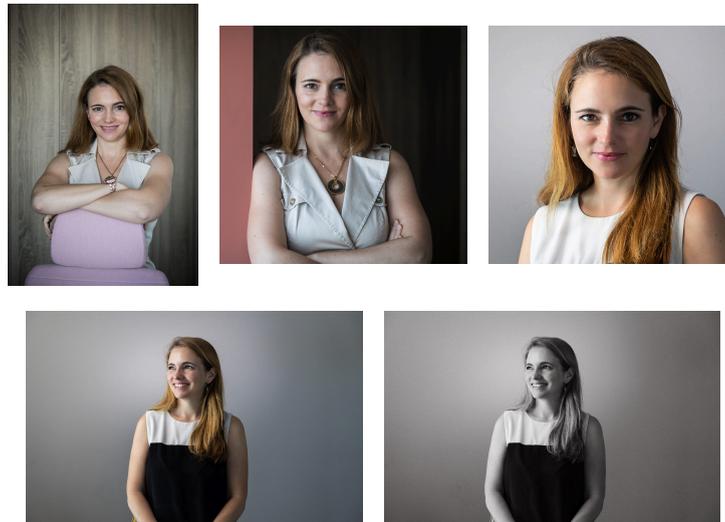
In person conference	USA	LATAM	EUROPE	MIDDLE EAST /ASIA
Expenses not included	17.500 USD	17.500 USD	10.000 €	17.500 €
Virtual conference	6.500 €			

Travel logistics

Travel	Business class / Fully flexible
Hotel	Five-star hotel
Ground transportation	Origin and destination
Based on	Zaragoza, Spain
Companion/s	No

PHOTO GALLERY

[\(click here to download the photos\)](#)



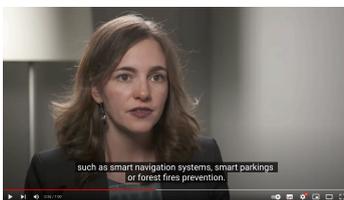
VIDEO GALLERY



[Wellbeing in cities Libelium](#)

2022

YouTube



[Women Innovators 2018 finalists](#)

2018

YouTube



["Big Data and the Hypocrisy of Privacy" - Strata Europe](#)

2014

YouTube