



PEDRO URIBE

# *Human* **MADE**™

**DRIVING A**  
SMARTER AND DEEPLY HUMAN  
**FUTURE**





**30+**  
**YEARS**  
**of Experience**

## ➤ **Keynote Speaker**

International speaker who rethinks the relationship between human creativity, artificial intelligence, and business strategy.

## ➤ **Business and Digital Strategist**

Advisor and consultant on the adoption of emerging technologies, empowering companies to grow and innovate.

## ➤ **Entrepreneur**

Co-founder of Avenzza - International digital evolution consulting firm

## ➤ **Visiting University Professor**

Master of Business Administration - Vision of the Digital Future

## ➤ **Corporate World**

President of Microsoft Colombia  
Global executive at Microsoft, IBM, and Accenture

## ➤ **Academic Background**

MIT - Corporate Strategy, Kellogg - Modern Marketing,  
London Business School - Government Leadership,  
UIS - System Engineer Cum Laude



# +100 CONFERENCES

**12**  
Countries

**2**  
Continents

**+30k**  
People



# LISTENING TO

# THE FUTURE

# KEYNOTES

From emerging signals to the decisions that shape tomorrow

The future does not arrive without warning—it speaks through signals already present today. Technology, society, and business are shifting in ways that can be anticipated if we learn how to listen. Leaders who master this skill can act before disruption strikes, turning foresight into strategy and shaping tomorrow instead of reacting to it.

In this keynote, Pedro Uribe introduces the Signal-to-Strategy Model, a practical framework for transforming foresight into action. Audiences will learn how to identify emerging signals, interpret their impact, and translate them in to strategic decisions that create real advantage.

Rather than chasing trends or hype, this session delivers a clear, evidence-based view of the forces reshaping industries and societies. It equips executives, entrepreneurs, professionals, and everyday people to recognize what matters now and design responses that ensure resilience, relevance, and growth.

## Key Takeaways

1

### **Spot what's coming before it arrives**

Learn to identify early signals — technological, social, and economic — that reveal where the future is heading.

2

### **Turn foresight into strategic decisions**

Apply the Signal-to-Strategy Model to convert anticipation into practical moves that drive innovation and growth.

3

### **Design tomorrow starting today**

Move beyond reacting to change and become an active shaper of more sustainable and prosperous futures.



# AI IS NOT

# THE STRATEGY

# KEYNOTES

Building human-centered business innovation.

Artificial Intelligence alone will not solve challenges derived from unclear goals or weak strategies. In this session, business leaders will find practical advice designed to help them use AI as more than just a productivity tool—it's about reimagining business models, sparking innovation, and making meaningful changes.

Pedro will introduce the Human-AI Business Strategy Framework, which helps organizations align AI with their core purpose, ethics, and values, ensuring innovation is both responsible and value-driven.

Rather than getting caught up in the latest AI buzzwords, this session delivers straightforward insights and hands-on tools to help you harness AI for robust strategies and lasting growth.

## Key Takeaways

1

### Clarity Before Innovation

Ensure clear strategies and objectives are in place before adopting AI, to guarantee that every technological decision contributes to meaningful and strategic outcomes.

2

### Rethink Business Through AI

Discover how AI can inspire new business models, products, and services that adapt to customer needs and drive transformative growth.

3

### Ethics and Innovation Combined

Discover how the Human-AI Business Strategy Framework blends responsible AI principles with bold ideas, balancing ethics with breakthrough innovation.



# KEYNOTES

## THE ALGORITHMIC MINDSET

How to think, act, and lead beyond machines

In today's era of rapid technological evolution, effective leadership requires more than merely keeping pace; it demands adaptability and inspiration. Adopting an algorithmic mindset is about embracing innovative approaches instead of simply relying on new tools. Four essential leadership roles emerge as critical: the storyteller, the strategist, the tech-fluent guide, and the champion of human values.

Great leaders unite teams through compelling purposes, develop adaptable strategies for uncertain times, approach innovation responsibly, and consistently prioritize human impact. While technology is driving organizational transformation, people remain the cornerstone of true success. Leaders who embody curiosity, empathy, and adaptability foster resilient cultures that are prepared for ongoing change.

### Key Takeaways

1

#### **Think Before You Transform**

Understand why changing tools isn't enough—true leadership begins by shifting how you think, not just what you use.

2

#### **Lead People, Not Just Systems**

Learn to lead both humans and intelligent agents with empathy, clarity, and purpose in an increasingly automated world.

3

#### **Embody the Four Roles of Future Leadership**

Adopt the mindset of a storyteller, strategist, tech guide, and humanist to navigate complexity and inspire lasting impact. ideas, balancing ethics with breakthrough innovation.



# KEYNOTES

## GOVERNING THE FUTURE OR MANAGING THE PAST

Governing in an era where power  
itself is automated

Artificial intelligence is reshaping power—training it, automating it, and distributing it with unprecedented autonomy. Yet even the most advanced systems cannot replace the judgment, intent, or accountability of human leadership. This keynote asks a critical question: when power is no longer purely human, who is truly in charge?

Designed for executives, public-sector leaders, and board directors, the session delivers a strategic roadmap for governing in an age where automation touches products, reputations, people, and core principles.

Pedro outlines how to spot oversight gaps in algorithm-driven environments and build leadership frameworks ready to collaborate and decide alongside intelligent systems.

Through concise storytelling, real-world case studies, and actionable tools, participants gain the insight to anticipate risks, sustain effective control, and align AI with their organization's vision and values. This is not just a technology talk—it is a practical guide to responsible leadership in an era where understanding AI is only the beginning; mastering its governance is essential.

### Key Takeaways

1

#### **Understanding the new paradigm of power in the age of AI**

Recognize that true leadership requires guiding, setting boundaries, and overseeing autonomous systems with sound judgment and accountability.

2

#### **Apply actionable principles for effective organizational governance**

Incorporate artificial intelligence while considering its ethical, reputational, and strategic implications beyond its technological dimension.

3

#### **Strengthen leadership in automated environments**

Leverage effective decision-making tools that promote long-term vision and shared accountability across leadership, executive, and institutional roles.



# CUSTOM CONFERENCE THAT MOVES THE NEEDLE

How artificial intelligence can  
accelerate growth and spark  
innovation in business

In this bespoke keynote, Pedro dives deep into your world — your company, your strategy, and your unique challenges. Before stepping on stage, he conducts a thorough analysis of your industry: where the market is heading, how competitors and disruptors are using AI, and which global practices are setting the pace.

To take personalization even further, a Digital Readiness Survey is optionally deployed across three levels of your organization. This strategic diagnostic assesses the maturity of digital leadership and the AI fluency of executives, revealing key strengths and opportunity areas. These insights allow the keynote to address not only industry shifts but also your organization's internal readiness to act on them.

The result is a high-impact, fully customized keynote that connects business reality with strategic AI opportunities — making the message relevant, actionable, and aligned with your teams.

## Key Takeaways

1

### Explore AI in Your Industry

Discover how leaders are transforming your sector with AI.

2

### Turn Disruption into Opportunity

Translate industry shifts into bold, proactive action.

3

### Determine Strategic AI Opportunities

Uncover where AI creates the most value — aligned with your business model and leadership capabilities.further exploration.



## CUSTOMER /EXPERIENCE



Food and Agriculture  
Organization of the  
United Nations



Manuelita



FLORIDA  
INTERNATIONAL  
UNIVERSITY



Addiuva



AMERICAN MARKETING  
ASSOCIATION



Inter-American  
Development Bank



BANCO DE DESARROLLO  
DE AMÉRICA LATINA  
Y EL CARIBE



accenture



Audubon



Alguimar  
Balsora



Buenos  
Aires  
Ciudad



Comfamiliar  
RISARALDA



EPICCYCLES



Cofrem  
Caja de Compensación Familiar

EXMA®



Gobierno  
de Chile



Gobierno de  
México



GOBIERNO DE LA REPÚBLICA DE  
PANAMÁ



GOBIERNO DE LA  
REPÚBLICA DOMINICANA



FUNDACIONMETROPOLI  
*Building a Sustainable Future*



Microsoft



PDVSA



Petroperú



Procaña®  
ASOCIACIÓN COLOMBIANA DE PRODUCTORES  
Y PROVEEDORES DE CAÑA DE AZÚCAR





## KEY CONFERENCES

### THE HUMANVERSE

The Fusion of Technology and  
Humanity – EXMA  
**Bolivia, República Dominicana,  
Panamá**

Digital evolution of humanity  
**Santa Cruz de la Sierra, Bolivia**

**HUMANITY  
INTELLIGENCE  
IS IN US**

### ¿WHAT IS THE FUTURE OF REALITY?

American Marketing Association  
(AMA)  
**Miami, USA**

Summit of 1,000 Leading  
Companies  
**CDMX, México**

**AI-DRIVEN  
BUSINESS**

### THE POTENTIAL IMPACT OF AI ON PUBLIC- SECTOR EMPLOYMENT

CAF - Development Bank  
**Latin América**

Asociación Colombiana de  
Universidades  
**Bogotá, Colombia**

**THE FUTURE OF  
WORK**



## KEY CONFERENCES

*PARTNERSHIP FOR  
URBAN DEVELOPMENT*

Smart City Expo /World Congress  
Barcelona, España

Smart City Expo  
Puerto Rico, México, Rep. Dominicana,  
Argentina, Colombia

*URBAN INTELLIGENCE:  
SHAPING THE FUTURE OF  
CITIES*

*APPLYING ARTIFICIAL  
INTELLIGENCE IN  
AGRICULTURE*

International Beet and Sugarcane  
Congress  
Cali, Colombia

The Food and Agriculture  
Organization (FAO) - UN  
Latino America y Europa

*THE FUTURE OF  
DIGITAL  
AGRICULTURE*

*FOURTH INDUSTRIAL  
REVOLUTION: DIGITAL  
INNOVATION AND EMERGING  
TECHNOLOGIES*

Organization of American States  
(OAS)  
Washington, USA





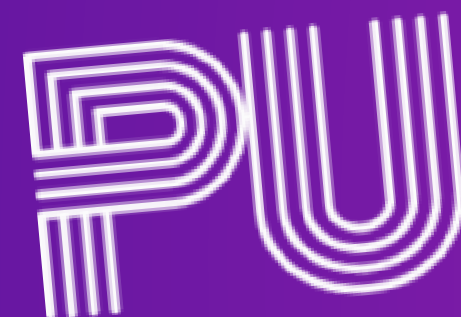
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