

STAGE *INTRO*

Please welcome the voice redefining how leaders shape strategy and growth at the intersection of business, technology, and human potential in times of digital disruption.

Pedro Uribe is an international keynote speaker, strategist, and advisor to companies and governments navigating the impact of emerging technologies—with artificial intelligence at the forefront today.

Before founding his global advisory firm, **Avenzza**, Pedro held global leadership roles at **Accenture, IBM, and Microsoft**, where he guided organizations through large-scale transformations and gained firsthand insight into how innovation reshapes entire industries.

His trademark concept, **Human Made™**, delivers a powerful message: the ultimate competitive advantage is our human capacity to imagine, to create, and to lead with purpose.

Pedro is here to challenge us, inspire us, and remind us that the future will be built by those bold enough to amplify—not replace—what makes us human.

Please give a warm welcome to **Pedro Uribe**.