



Inma Martinez

Inma Martinez is a digital pioneer and artificial intelligence scientist. Her pioneering innovations and advisory roles have marked her as a leading figure in navigating and shaping the digital future.

KEY TOPICS

- How A.I. Can Create Digital Transformation and Competitive Advantage
- “The Future Of” Series in the Digital Economy
- The Future of Work in the A.I. Automated Society

BIOGRAPHY

Inma Martinez: A Technology Vanguard

Inma Martinez’s journey commenced in the robust worlds of investment banking and telecommunications, eventually steering her towards the realm of technology entrepreneurship. Her pioneering efforts alongside teams at Cambridge University and Trinity College Dublin contributed to the development of the first real-time AI recommendation systems, propelling the mobile internet into a new era of personalised user experience. This groundbreaking work not only laid the groundwork for future digital innovations but also established Inma as a key figure in the field of artificial intelligence. Her relentless pursuit of innovation did not stop there. Throughout the 2000s, Inma continued to be at the forefront of digital technology, contributing to the development of emerging digital technologies such as mobile music, video streaming, connected cars, and smart living environments. Each of these contributions has played a pivotal role in shaping the digital landscape as we know it today.

Global Impact and Leadership

Inma’s influence extends beyond her technological contributions. She has served as an invaluable advisor to governments and international bodies, providing strategic direction on the adoption and ethical integration of AI and digital technologies. As Chair of the Multi-stakeholder Expert Group and Co-Chair of the Steering Committee at the GPAI, she plays a critical role in guiding global AI development and cooperation. Her involvement in the AI in Agriculture project and her advisory roles in various government bodies highlight her commitment to leveraging technology for societal and economic advancement. Her leadership and expertise have been recognised on numerous international platforms, reflecting her status as a thought leader in the digital economy. Her advisory roles in the United Kingdom’s Trade & Investment Agency, the Innovation Fund of the

Department of Sport, Media and Culture, and the All-Party Parliamentary Group on AI, among others, demonstrate the breadth and depth of her influence.

Fostering Innovation and Education

A dedicated advocate for education and mentorship, Inma actively contributes to nurturing the next generation of technology leaders. Her role as a guest lecturer at Imperial College London Business School and director of the Master in AI at the University of Loyola in Spain illustrates her commitment to sharing her extensive knowledge and experience. By influencing curriculum development and engaging with students and professionals alike, she is shaping the minds that will lead future technological innovations. In addition to her educational endeavours, Inma has played a pivotal role in Europe's knowledge-transfer efforts. Her involvement in top venture-focused acceleration programmes demonstrates her dedication to fostering an environment where technological innovation can flourish. Through her mentorship, she guides aspiring entrepreneurs and innovators, helping them to navigate the challenges of the technology sector and to realise their full potential.

Authorship and Thought Leadership

Inma's contributions to the field of digital transformation extend into the realm of authorship and thought leadership. Her books, including "The Future of the Automotive Industry" and "The Fifth Industrial Revolution", provide critical insights into the impact of digital technologies on various industries and the economy as a whole. These works reflect her deep understanding of the radical changes shaping our world and offer strategic guidance on navigating these transformations. Her thought leadership is further evidenced by her participation in various conferences and forums, as well as her collaborations on white papers focusing on Cloud & Edge Computing and other telecommunications innovations. Through these contributions, she continues to influence the discourse on digital strategy and the future of technology.

Recognition and Influence

Inma's work and influence have garnered recognition from some of the world's leading publications and institutions. Described by FORTUNE and TIME as one of Europe's top talents in social engagement through technology and dubbed a "firestarter" by FastCompany, her impact is both widespread and profound. Her participation in conferences hosted by the Financial Times and The Economist, as well as her accolades from Bloomberg Businessweek, underscores her role as a formidable figure in shaping the digital economy's future.

Book Inma Martinez For Your Next Event!

Inma Martinez remains at the forefront of technological innovation, driving progress and transformation in the digital world. To explore opportunities for collaboration, [contact us](#) and take the first step towards understanding and leveraging the power of AI and digital technology in your organisation.

WHAT PEOPLE SAY

"Blown away by Inma Martinez's keynote. The most wide ranging insightful provocation on the power of tech and neuroscience to forge a new human renaissance"

— Sacha Romanovitch, CEO at Grant Thornton

"Inma has been able to convey a vision of the future for our sector in such an engaging manner, connecting to our various client territories, UK, Spain and Italy, where their feedback was extraordinary"

— Marco Prada, Managing Director Central & Southern Europe ASSURANT

"Very impressed with her particular way to deliver her discourse, mixing visionary materials and a very pleasant and engaging articulation which allows the audience to understand and picture in their minds the meaning of her messages."

— Jeffrey Rogers, Principal, Learning & Facilitation, Singularity University