

October, 3th Wednesday

# CONFERENCE AT A GLANCE



MADRID EUROPEAN CONFERENCE  
**SUPER INTERNAL AUDITORS**



**WELCOME RECEPTION**

19.00-19.30 Optional private mini tour of the Bernabéu Stadium

19.30-21.00 Cocktail

ADDRESS: Santiago Bernabéu Stadium · Calle Padre Damián - Gate 38

October, 4th Thursday

08.15-09.00 Registration and welcome coffee

**CONFERENCE VENUE** NORTH CONVENTION CENTER IFEMA

09.00-09.15 **WELCOME SESSION** · Ernesto Martínez. Chairman of the Institute of Internal Auditors of Spain · Farid Aractingi. President of ECIIA AUDITORIUM

09.15-10.15 **PLENARY SESSION 1** · KEYS TO UNDERSTAND THE WORLD POLITICAL CONTEXT · Josep Piqué. Spanish ex minister, economist and businessman AUDITORIUM

10.15-11.15 **PLENARY SESSION 2** · THE LOGIC OF RISK TAKING · Nassim Taleb. Author of The Black Swan. Essayist, researcher and financial AUDITORIUM

11.15-11.40 **Networking Break**

<p>11.40-12.30 <b>CONCURRENT SESSIONS 1</b></p> <p><b>ROOM N106</b></p> <p><b>THE WORLD IS CHANGING BUT, HOW CURRENT INTERNAL AUDIT PRACTICES ARE RESPONDING TO THIS NEW NORM?</b> Andries Terblanche. Global Dynamic Risk Assessment Lead, Second Partner at KPMG UK Juan Mazarredo. Forensic Director at KPMG Spain</p>	<p><b>ROOM N105</b></p> <p><b>KEY ACTIONS FOR AN EFFECTIVE INTERNAL AUDIT DIGITALIZATION. THE FERROVIAL EXPERIENCE</b> Alberto Ferreiro. Chief Audit Executive at Ferrovial Corporación SA.</p>	<p><b>ROOM N101</b> FINANCIAL</p> <p><b>PROVIDING ASSURANCE THROUGH CULTURE RISK</b> Serenella de Candia. Chief Audit Executive at UniCredit Group</p>	<p><b>AUDITORIUM </b></p> <p><b>AGILE AUDITING. REINVENTING INTERNAL AUDIT AND CHANGING THE MIND-SET. THE RSA INSURANCE EXPERIENCE</b> Ralph Daals. Group Chief Auditor at RSA Insurance</p>	<p><b>ROOM N102</b> DATA SCIENCE</p> <p><b>UNDERSTANDING MACHINE LEARNING: INTRODUCTION TO REGRESSION, CLASSIFICATION AND CLUSTERING</b> Iván Martín Maseda. Academic Director Data Science Bootcamps at IE Business School </p>
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12.30-13.40 **Networking Lunch**

13.40-14.30 **PLENARY SESSION 3** · EMPHASIZE THE BASICS. ELEVATE THE STANDARDS · Naohiro Mouri. Global IIA Chairman. Executive Vice President and Chief Internal Auditor at AIG AUDITORIUM

<p>14.35-15.25 <b>CONCURRENT SESSIONS 2</b></p> <p><b>ROOM N106</b></p> <p><b>GDPR - WHAT DOES THE NEW EUROPEAN REGULATION MEAN FOR INTERNAL AUDIT DEPARTMENTS?</b> Frank Honold. Head of Corporate IT Audit at BMW AG</p>	<p><b>ROOM N105</b> IN CONVERSATION WITH</p> <p><b>SURFING THE TSUNAMI OF THE TECHNOLOGICAL REVOLUTION ERA: TO SURF OR TO DRUM?</b> Gonzalo Martín-Villa. Chief Innovation Officer at Telefónica</p>	<p><b>ROOM N101</b> FINANCIAL</p> <p><b>BUPA'S INTERNAL AUDIT APPROACH: AGILE AUDITING, VIDEO REPORTING AND OTHER INNOVATING INITIATIVES</b> Mónica Díez. Internal Audit Director-Europe &amp; LATAM at Bupa Group Oliver Crespo. Head of IT &amp; Digital Audit-Europe &amp; LATAM at Bupa Group</p>	<p><b>AUDITORIUM </b></p> <p><b>FLEXIBLE APPROACH: PREVENTIVE AND REACTIVE AUDITING. THE NOVARTIS EXPERIENCE</b> Peter Elam. Head of Internal Audit at Novartis</p>	<p><b>ROOM N102</b> DATA SCIENCE</p> <p><b>QUANTITY AND QUALITY OF DATA: BIG DATA AND DATA GOVERNANCE</b> Alejandro Llorente. Big Data and Machine Learning Professor at IE Business School </p>
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15.25-15.50 **Networking Break**

<p>15.50-16.40 <b>CONCURRENT SESSIONS 3</b></p> <p><b>ROOM N101</b></p> <p><b>INTERNAL AUDIT AMBITION MODEL: BE THE GAME CHANGER</b> Maureen Vermeij-De Vries. Chief Audit Executive at CZ Els Heesakkers. Senior Auditor Professional at CZ</p>	<p><b>ROOM N105</b> IN CONVERSATION WITH</p> <p><b>ASSESSING SOCIAL MEDIA RISKS. THE CAMPARI EXPERIENCE</b> Antonio Zucchetti. Head of Internal Audit at Campari Group</p>	<p><b>ROOM N106</b> FINANCIAL</p> <p><b>LEADING THE GAME: THE BBVA EXPERIENCE AS A DATA DRIVEN DEPARTMENT</b> Luis San Román. Head of Digital &amp; IT, processes. BBVA</p>	<p><b>AUDITORIUM </b></p> <p><b>WHAT DO AUDIT COMMITTEES EXPECT FROM INTERNAL AUDIT? ARE THESE EXPECTATIONS ALWAYS MET?</b> Melvyn Neate. Independent member of the Audit Committee at UK Office of Rail and Road</p>	<p><b>ROOM N102</b> DATA SCIENCE</p> <p><b>INTRODUCTION TO ARTIFICIAL NEURAL NETWORKS THROUGH R</b> Iván Martín Maseda. Academic Director of Data Science Bootcamp at IE Business School </p>
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<p>16.45-17.35 <b>CONCURRENT SESSIONS 4</b></p> <p><b>ROOM N101</b></p> <p><b>INTERNAL AUDIT'S ROLE IN HEINEKEN WHISTLEBLOWING FRAMEWORK</b> Katerina Kasalo. Global Audit Manager at Heineken International</p>	<p><b>ROOM N105</b></p> <p><b>INTERNAL AUDIT IN A PUBLIC MULTILATERAL CONTEXT</b> Vicente Peirats. Senior Internal Auditor at the Internal Audit Service at AEAT (Spanish Tax Agency)</p>	<p><b>AUDITORIUM </b> FINANCIAL</p> <p><b>TRANSFORMING INTERNAL AUDIT THROUGH AUTOMATIZATION AND INNOVATION. THE MAPFRE EXPERIENCE</b> Eduardo Cuesta. Director of the Global IT Internal Audit Service at MAPFRE</p>	<p><b>ROOM N106</b></p> <p><b>HOW BIG DATA MADE WORLD LEADERS RESIGN: THE PANAMA AND PARADISE PAPERS</b> Mar Cabra. Former Head of Data and Technology at International Consortium of Investigative Journalists (ICIJ)</p>	<p><b>ROOM N102</b> DATA SCIENCE</p> <p><b>WORKSHOP: UNDERSTANDING DATA THROUGH GREAT DATA VISUALIZATION</b> Francisco Diego Acosta. Adjunct Professor at IE Business School </p>
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**SOCIAL ACTIVITIES**

21.00 Optional cultural tour at Reina Sofía Museum

21.30 Gala Party at NuBel Restaurant (next to Reina Sofía Museum)

08.15-09.00 Registration and welcome coffee

09.00-09.55 **PLENARY SESSION 4** · MAKING BUSINESS IN A DIGITAL WORLD · José Antonio Álvarez. CEO of Santander Group. AUDITORIUM 

10.00-10.50 **CONCURRENT SESSIONS 5**  
**AUDITORIUM **  
 THE NEW COSO ERM - INTEGRATING WITH STRATEGY AND PERFORMANCE  
 Paul Sobel. Chairman at COSO

**ROOM N106**  
 AUDITING TOUGH WATERS - MAINTAINING INTEGRITY  
 Annette Olofsson. Chief Audit Executive at The Swedish Transport Agency

**ROOM N102** FINANCIAL  
 DISCUSSION PANEL: CHALLENGES FACED BY INTERNAL AUDITORS IN THE FINANCIAL SECTOR  
 Juan Guitard. Group Chief Audit Executive at Santander Group  
 Sally Clark. Chief Internal Auditor at Barclays  
 Henrik Stein. Head of Group Audit at DZ BANK AG

**ROOM N105**  
 INTEGRATED THINKING FOR INTEGRATED GOVERNANCE  
 Paola Schwizer. Non-executive director. Board member at European Confederation of Directors (ecoDa)

**ROOM N101** INTERACTIVE WORKSHOP  
 INTERACTIVE WORKSHOP HOW TO PUMP UP YOUR MISSION AND YOUR VALUE WITHIN THE ORGANIZATION  
 Alan McShane. Facilitator expert in Talent Management

10.50-11.15 Networking Break

11.15-12.05 **CONCURRENT SESSIONS 6**  
**ROOM N105**  
 APPLYING RED TEAM METHODOLOGY IN CYBERSECURITY AUDITS  
 Steve Rumble. Technology Risk Partner at BDO London

**ROOM N106**  
 PROVIDING REASSURANCE THROUGH OVERALL AUDIT OPINIONS  
 Manfred Kraff. Director-General of the Internal Audit Service at European Commission

**AUDITORIUM ** FINANCIAL  
 HOW TO USE DATA ANALYTICS TO MASSIVELY CHANGE YOUR AUDIT APPROACH. THE SOCIÉTÉ GÉNÉRALE EXPERIENCE  
 Louis Hedde. Inspection Managing Director at Société Générale


**ROOM N102**  
 AUDIT CHALLENGES IN JOINT OPERATIONS: EXPLORING THE BOUNDARIES OF INTERNAL AUDIT. THE REPSOL EXPERIENCE  
 Juan Carlos Martínez. Global Joint Venture Audit Manager at Repsol  
 Ian Hudson. Senior Manager Internal Audit at Repsol

**ROOM N101** INTERACTIVE WORKSHOP  
 INTERACTIVE WORKSHOP BUILDING BONDS THROUGH EMPATHY AND UNDERSTANDING  
 Pedro Díaz. Professor of Management at Real Madrid University School

12.10-13.00 **CONCURRENT SESSIONS 7**  
**ROOM N105**  
 BLOCKCHAIN. CHANGING THE RULES OF THE GAME  
 Diego Rodríguez Roldán. Head of the Risk Advisory Innovation Centre at Deloitte

**ROOM N106**  
 DO MORE WITH LESS. PRACTICAL TIPS HOW TO MANAGE A SMALL INTERNAL AUDIT SHOP IN A LARGE MULTINATIONAL COMPANY  
 Tomáš Pivoňka. Chief Audit Executive at CEZ

**ROOM N102** FINANCIAL  
 THE ALLIANZ AUDIT OPERATING MODEL. LEADING AND ALIGNING A GLOBAL AUDIT FUNCTION  
 Hervé Gloaguen. Head of Group Audit at Allianz Group

**AUDITORIUM **  
 INTERNAL AUDIT OF THE FUTURE  
 Martin Wiedemann. Partner at EY  
 Rolf Spjelkavik. Vice President & Head of Group Internal Audit at Sandvik AB

**ROOM N101** INTERACTIVE WORKSHOP  
 INTERACTIVE WORKSHOP THE POWER TO INSPIRE AND MOBILIZE OTHERS  
 Alan McShane. Facilitator expert in Talent Management

13.00-14.00 Networking Lunch

14.00-15.00 **PLENARY SESSION 5** · DISCUSSION PANEL: FUTURE CHALLENGES FOR AUDIT COMMITTEES · Gilberte Lombard. Board member at CGG, Robertet, Zodiac Aerospace  
 Clare Thompson. Chair of Audit Committee at Bupa Group · Melvyn Neate. Independent member of the Audit Committee at UK Office of Rail and Road AUDITORIUM 

15.00-16.00 **PLENARY SESSION 6** · YOU TOO SHOULD THINK LIKE A HACKER · Ymir Vigfusson. Hacker, professor and entrepreneur AUDITORIUM 

16.00-16.30 Networking Break

16.30-17.30 **PLENARY SESSION 7** · Michael López-Alegria. NASA Astronaut and Former President of the Commercial Spaceflight Federation AUDITORIUM 

17.30-17:35 **CLOSING REMARKS** AUDITORIUM 