

# AWS Startup Loft Theater Agenda

## Monday, February 26

- 12:00PM - 12:40PM** **Meet GenerativeBI: AI generated dashboards for everyone!**  
**Speaker** Hugo Gonzalez, Associate Solutions Architect AWS  
*Session type: Technical*
- 1:00PM - 2:40PM** **Breaking Barriers in 2024 Ecosystem**  
**Speakers** Arantxa Palacio, Strategic Startup Business, Europe South, Startup AWS  
Paloma Vila, Marketing, Communications & Insights Director at Endeavor  
Lucia Hojman, Strategy BBVA Spark  
Helena Torras, Venture Partner and Investment Manager South Europe  
*Session type: Hybrid technical + business*
- 2:40PM - 3:20PM** **Accelerate Your Startup with Strategic Marketing**  
**Speaker** Veronica Tisera, Startup Marketing Principal, AWS EMEA South  
*Session type: Business*
- 3:30PM - 4:10PM** **Fasten your seatbelt: Learn why security and cost come first in the Cloud**  
**Speaker** Israel Lopez, Sr Solutions Architect AWS  
*Session type: Technical*

## Tuesday, February 27

- 11:00AM - 11:40AM** **Prototyping your idea with micro-experiments on AWS**  
**Speaker** Estefany Kuong, Associate Solutions Architect AWS  
*Session type: Technical*
- 12:00PM - 12:40PM** **How to fail, epicly: a panel about founder mistakes to avoid at all costs**  
**Moderators** Aleix Casals, Senior SBDM, Startup AWS  
Daniel Sillari, Co-Founder & Co-CEO Golfmanager  
*Session type: Business*
- 1:00PM - 2:40PM** **Private event**
- 2:40PM - 3:20PM** **How AWS can accelerate your Startup's growth (AKA AWS Loves Startups)**  
**Speaker** Marina Arranz, Senior Startup Account Manager, AWS  
*Session type: Business*
- 3:30PM - 4:10PM** **Navigating the future of AI: Deploying ML models on Kubernetes**  
**Speaker** Majid Shokrolahi, Senior Solutions Architect AWS  
*Session type: Technical*

# AWS Startup Loft Theater Agenda

## Wednesday, February 28

- 11:00AM - 11:40AM** **Building your SaaS journey on AWS**  
**Speaker** **Damian Rivas, Startups Solution Architect AWS**  
*Session type: Technical*
- 12:00PM - 12:40PM** **The AI Augmented Developer**  
**Speaker** **Álvaro Moya - CTO LIDR**  
*Session type: Hybrid technical + business*
- 2:40PM - 3:20PM** **Hire the Amazon Way: Recruiting Top Talent**  
**Speaker** **Oscar Olivier Ribot, Senior Startup Account Manager, AWS**  
*Session type: Business*
- 3:30PM - 4:10PM** **Working backwards for startups**  
**Speaker** **Andres Hernandez, Startup Solutions Architect AWS**  
*Session type: Business*

## Thursday, February 29

- 11:00AM - 11:40AM** **The Journey From Developer to CTO**  
**Speaker** **Lorenzo Boccaccia, Startup Programs Solutions Architect AWS**  
*Session type: Technical*
- 12:00PM - 12:40PM** **Accelerate Growth with AWS Go-to-Market Programs**  
**Speaker** **Diego Rama, Senior Startup Account Manager, AWS**  
*Session type: Business*