



## PRESS RELEASE

### **A force for the digital future: Technology pioneer and AI scientist adviser Inma Martinez is our IT-TRANS keynote speaker**



**Brussels, Belgium**

*30 April 2024*

***Inma Martinez is a technology pioneer and AI scientist focused on the digital economy as a force for progress and societal welfare.***

Progressing her previous careers in investment banking and telecommunications towards technology entrepreneurship, [Inma Martinez](#) is recognised worldwide as one of the leading voices in her field.

Alongside pioneering teams at Cambridge University and Trinity College Dublin, Inma worked on the first real-time AI recommendation system of the mobile Internet.

Her unique experience has allowed her to become one of the most sought-after experts in forecasting digital disruptions – and revealing the potential of Artificial Intelligence and other transformative technologies.

For [IT-TRANS](#), the leading sector event focused on I.T. and digitalisation, Inma's unique insight and skills make her the perfect voice to address our audience during the opening session.

Government adviser, expert committee chair, guest lecturer and best-selling author, Inma Martinez is set to bring her expertise to IT-TRANS to elevate our output at a time when the digital future is the hot topic of conversation.

*“AI is an evolutionary cognition system that has allowed for the last 70 years for the optimisation of many industry processes and that it is poised today, thanks to Advanced AI, to transform how we resolve the challenges of the 21<sup>st</sup> century, especially transportation and life in mega-cities, as well as dealing with the energy demands and needs for sustainability.*

*AI is not only a superior resource to achieve this, but it is forcing both governments and public sector to re-address the future of work, the ethical dilemmas of data governance, and the assurance that AI safety and trustworthiness will be guaranteed even if we develop Artificial Super Intelligence.”*

**Inma Martinez, IT-TRANS 2024 keynote speaker**

## Meeting Inma Martinez...a voice for the digital future

Throughout the 2000s Inma continued working in technology innovation creating emerging digital technologies like mobile music and video streaming, the connected car and smart living.

As a government adviser, she currently serves as Chair of the Multi-stakeholder Expert Group and Co-Chair of the Steering Committee at the GPAI, the G7/OECD global agency for the development and cooperation on AI.

She has served in the Trade & Investment Agency in the UK and at the Innovation Fund of the Department of Sport, Media and Culture, the All-Party Parliamentary Group on AI, and is currently a member of the A.I. Council Advisory Board (State Secretariat for AI) at Ministry of Economic Affairs and Digital Transformation, for the Government of Spain.

Since 2001, Inma has provided expert testimonies and sector strategies on Big Data and AI at the European Commission contributing to numerous strategies and policies shaping the digital future of the single market.

As the author of "*The Future of the Automotive Industry*" and "*The Fifth Industrial Revolution: How Space Commercialisation will derive the Biggest Industrial Expansion of the 21st Century*", both of Inma's books focus on digital transformation and radical business models that are paving the way to a new concept of progress, competitive attributes, and stakeholders' values.

## IT-TRANS 2024...revolutionising urban mobility

Urban mobility is changing, and the latest technological innovations and mobility trends continue to revolutionise the sector.

Only one event can help define that future, jointly hosted by UITP and Messe Karlsruhe, IT-TRANS will bring the public transport sector together to exchange, discuss, and invent new IT solutions to keep urban mobility in the driving seat of innovation.

All attendees at IT-TRANS share one collective goal: defining the future of urban mobility.

With Inma Martinez set to take centre stage during our opening, a force for the digital future will be unveiled to our attendees.

## IT-TRANS: Join the digital revolution and hear Inma live

### **FOR EDITORS**

**(UITP) The International Association of Public Transport** works to enhance quality of life and economic well-being by supporting and promoting sustainable transport in urban areas worldwide. As a passionate champion of sustainable urban mobility, UITP is internationally recognised for its work to advance the development of this critical policy agenda. With more than **1900 members** in **100 countries**, UITP has a long history to its name, and is the only worldwide network to bring together all public transport stakeholders and all sustainable transport modes. Visit the [newsroom](#) and follow us on [Twitter](#).

**Questions? Quotes? Interview requests? Contact Scott Shepherd**

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