



Inma Martinez

Digital Pioneer and AI Scientist.

Member of the Expert Group at The Global Partnership on Artificial Intelligence (GPAI), an OECD and G7 initiative for AI, Inma Martinez advises leaders in business and government on how to turn digital transformation into competitive advantage and contribute to societal progress.

Inma Martinez's 2026 Biography

Inma Martinez is a globally renowned digital pioneer and artificial intelligence (AI) scientist, celebrated for steering some of the most defining technological advances of the 21st century. As Chair of the Multi-Stakeholder Expert Group and Co-Chair of the Steering Committee at the Global Partnership on Artificial Intelligence (GPAI)—an OECD and G7 initiative—she works with leaders in business and government to leverage digital transformation for competitive advantage and broader societal progress.

Inma's journey weaves together high-level careers in investment banking and telecommunications before her leap into technology entrepreneurship. She helped pioneer breakthrough digital technologies such as the mobile internet, streaming services, and smart living ecosystems. Inma stands out as one of the world's foremost experts in forecasting digital disruption and revealing the transformative potential of AI across industries. Her specialism is optimising business outcomes through innovation, ensuring that companies and governments can adapt to and thrive amidst rapid change.

Since 2001, Inma has served as an expert advisor to the European Union on technology policy, as well as holding governmental advisory roles in both the UK and Spain, where she shapes national AI strategies and innovation investments. Her broad perspective has been enhanced through collaborations with global bodies such as the United Nations, UNESCO, and the European Space Agency, developing policies that emphasise inclusivity, human-centric AI, and the Fourth Industrial Revolution.

Areas of Expertise & Challenging Issues Addressed

Inma empowers audiences and clients to understand and harness:

- AI-powered digital transformation for a clear competitive edge in

AVAILABLE FOR

- Panel Participation
- Speaking

INMA'S SPEAKING THEMES

- Future of Technology

LANGUAGES: English

volatile markets.

- Predictive, data-driven strategies that reduce human error and drive operational efficiency.
- Creative thinking and adaptive business models to respond agilely to disruption and digital challenges.
- Building more human-centric, ethical workplaces as automation and AI reshape the future of work.
- The evolving value of digital assets and Big Data as the new currencies of business success.
- Transformative approaches for SMEs, helping them integrate advanced technologies to compete with larger enterprises.
- The imperative of embedding ethics and intercultural collaboration in AI deployments, supporting sustainable growth and diversity.

Authority and Recognition

Her prestigious accolades include being recognised by TIME and FORTUNE as a key European technology influencer, with FastCompany naming her a “firestarter.” Bloomberg Businessweek voted her the Best Contributor to the Formation of Strategy for Europe’s Digital Economy. Inma has authored two foundational books: “The Future of the Automotive Industry” and “The Fifth Industrial Revolution,” both exploring how businesses should embrace radical transformation to lead in emerging markets.

Book Inma Martinez

Book Inma Martinez to gain tailored insights and practical strategies for thriving in an AI-powered world. Whether advising Fortune 500 CEOs, guiding government policy, or inspiring teams at global conferences, she equips every audience to master change, boost competitiveness, and build a future-proof organisation.

Inma Martinez's 2026 talks & topics

How A.I. can create Digital Transformation and Competitive Advantage

A.I. is a giant step beyond data analytics and statistics. It allows us to address Big Data at scale and to deal with its enormous complexities. It can not only create the automatization and optimization of processes, but also reduce human errors where it comes to precision and detection. Best of all, A.I. predicts future outcomes.

It can perform on-demand and in real-time, as well as run 24/7 as an automated system. It has been trained to deliver what we ask of it. It can also reveal what we are unaware of. This is why it has become the ultimate tool for all sectors and industries. A.I. has not created new human ethics, but it has highlighted the need for them in the 2030 society.

“The future of” series in the Digital Economy

Since 2011, digital technologies and Big Data have become the most powerful competitive attributes in every industry. They have become the agents of radical shifts in business models and forced many sectors to venture into new uncharted territories.

Business is no longer “as usual” and disruption is the new norm. Going against the grain, some big and small players have paved the way and showed the markets that digital assets and unbridled creative thinking are the best combination to create innovation and respond to market challenges with agility.

The Future of Work in the A.I. Automated Society

2020 represents the end of the era of IQ and the evolution of human capital towards EQ. Because we will derive all that is quantifiable and computational to intelligent systems, even our cars, or the energy management of homes, workforces will be challenged to solve problems via creative approaches, creative thinking, and blue-skies imagination.

The future is one where human factors and ergonomics will force businesses to take human centric approaches, and these can only be generated by neotenic human minds. In the next ten years, the old paradigms of fixed working hours, job titles and linear career paths will be abandoned in favour of flexible schedules, goal-oriented participations and lateral career moves within the same organisations.

Hacking A.I. Digital Marketing

How do you deliver “human experiences” when you sell products and services to the masses? Digital is an intangible abstract environment, yet it offers unique opportunities for the personalisation of products and services, with deeper emotional connections than some analogue contexts can offer.

Transforming SMEs with AI and Big Data

Digital transformation and the rise of Big Data are beginning to be adopted by small and medium sized enterprises as part of their digital transformation roadmaps. In order to stay competitive, SMEs need to become aware of the potential that AI can bring to their organisations, even when they do not process Big Data.

5G and Edge & Cloud Computing: The Internet of Everything Revolution

Edge and Cloud computing infrastructures are the pillars of the next technological advances. Thanks to them, the development of the Smart Society will derive a complete upgrade of sectors such as healthcare, urban development, automotive, energy, financial services and many more.

When the informational value of everything that exists around us is made available to us thanks to sensors, edge computing will gather and process this data allowing us to detect, predict, optimise and automate many tasks.

Inma Martinez's Videos



What Inma Martinez's clients 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, 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

Your keynote was greatly appreciated by our business associates as you provided a critical and in-depth understanding of how technology is transforming the very nature of business. You helped us recognise the need to place a greater emphasis on digital evolution with transformation and development becoming one of the key pillars of the Bank. I thank you for an insightful and dynamic presentation.

Jacques Michel

Head of Middle East & Africa, BNP Paribas

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

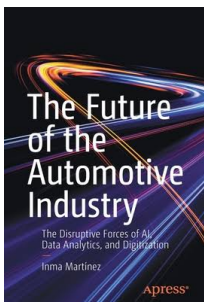
Principal, Learning & Facilitation, Singularity University

Fantastic contribution to this year's New Mobility World and IAA Conference in Frankfurt. We are thrilled that you played an active role in shaping this important network and dialogue around the future of mobility.

Dirk Evensong

CEO, Evensong (organisers of New Mobility World and IAA Conference)

INMA'S LATEST BOOKS



The Future of the Automotive Industry