

# DEMAND SOLUTIONS MEXICO

CENTRO Auditorium

February 22, 2018

10:00 AM – 6:00 PM

9:00 AM

REGISTRATION

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10:00 – 10:15

Opening

**PANEL**

**Technological Solutions Made in Mexico**

**Tomás Bermúdez**

IDB Representative

*Inter-American Development Bank, Mexico*

**Gabriella Gómez-Montt**

*Founder & Director,*

*Laboratorio para la ciudad*

**Alejandro Maza**

*CEO, OPI Analytics*

**Luis Toledo**

*“Me caso con México” Campaign Creator*

**Javier Mata**

*Founder, Yalochat*

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10:15 – 10:30

**Kinetic Energy at Your Feet**

**Hahna Alexander**

*Founder, SolePower*

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10:30 – 10:45

**When Creatives Need to Do Business**

**Fric Martinez**

*CEO, Startupismo*

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10:45 – 11:00

**Blockchain in Tune with the Music Industry**

**Panos Panay**

*Vice President of Innovation and Strategy*  
Berklee College of Music

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11:00 – 11:15

**BREAK**

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11:15 – 11:30

**Technological Toys for Creative Children**  
**Jorge Crowe**  
*Content Developer and Docent at Flexible*

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11:30 – 11:45

**The Aesthetics of Technology**  
**for Fashion Design**  
**Lina Wassong**  
*Designer, Interactive Fashion Technology*

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11:45 – 12:05

**PANEL**

**When Muralism Reinvents Itself**

**Alejandro González Gil**

*President, A.I.R.E*

**Senkoe**

*Urban Artist*

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12:05 – 12:20

**PANEL**

**Growing up with purpose**  
**Ana Victoria García Álvarez**

*Founder & CEO, Victoria 147*

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12:20 – 12:35

**BREAK**

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12:35 – 1:00

**PANEL**

**Video Games to Save Lives**

**Martina Santoro**

*CEO & Co Founder, OKAM Studio*

*President, ADVA*

**Laia Barboza**

*Co-Founder, PINCER Games*

**Phillip Penix-Tadsen**

*Associate Professor,*

*Delaware University*

**Juan Pablo Pisón**

*Director, Lisle Design*

*Trojan Chicken Game Studio*

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1:00 – 1:15

**Science Fiction Attire that Can Improve Your Life**

**Ángelo Perdigón**

*Founder, Machina Wearable Technologies*

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1:15- 1:30

**CONVERSATION**

**Smart Clothes: Technology in the making**

**Hahna Alexander**

*Founder, SolePower*

**Lina Wassong**

*Designer*

*Interactive Technology for the Fashion Industry*

**Ángelo Perdigón**

*Founder*

*Machina Wearable Technologies*

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1:30 – 1:45

**Pizza “Pixza” for a Formal Job**

**Alejandro Souza**

*Co-founder, Pixza*

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1:45- 2:00

## Conclusions, First Segment

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2:00 – 4:00

**LUNCH**

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4:00 – 4:15

**Art and Crafts with a Solar Energy Connection**

**Amor Muñoz**

*Visual artist / Cultural Manager*

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4:15 – 4:35

**Improving your health with facial analysis**

**Jeff Daniels**

*Senior Director of Marketing*

*Face2Gene*

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4:35 – 4:55

**PANEL**

**The future of communications**

**Carlos Murguía López-Negrete**

*General Manager, Media Bridge  
Executive Producer, TELEVISA*

4:55 – 5:00

**CREATIVE SEGMENT**

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5:00 – 5:15

**Surviving Virality: How to Stand the Test of Time**

**Benjamin Von Wong**

*Photographer, videographer and artist*

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5:15 – 5:30

**Airbnb: from Tourism to Catastrophe**

**Kellie Bentz**

*Director, Global Disaster Relief and Response Office  
Airbnb*



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5:30 – 5:45

**Fashion Without Obstacles**

**Isabella Springmühl**

*Fashion Designer for people with special abilities*

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5:45 – 5:50

Regional Campaign for the Orange Economy

Closing Remarks

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6:00 – 8:00

VIP COCKTAIL RECEPTION - by invitation only

Hosts:

Sara Galindo, Entrepreneur

Guillermo Arduino, News Anchor CNN