

Speaker Biography



Maria Eugenia (Xenia) Beltran

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Xenia is a Senior R&D Project Manager, Head of Big Data in LifeSTech at the Universidad Politécnica de Madrid (UPM) and the coordinator for the PharmaLedger Project.

At UPM-LifeSTech Xenia leads innovative projects that validate and evaluate the effectiveness of the of digitalization ecosystems; identifying areas for improvement and developing strategies for implementing digitalization changes. Xenia is an Information Systems Engineering, holds an MBA in International Management and PhD in Biomedical Engineering. With +15 years of experience as Project & Innovation Manager, she has coordinated large EU co-funded projects, implementing + 50 innovative pilots & demonstrators in the areas of Digital Trusted Ecosystems, Behavioural Analysis, Big Data and Analytics, IoT, Language Technologies, Health & Wellbeing, Manufacturing, Robotics and Education.

Xenia participates in technological platforms, innovation hubs, IIT oriented associations and projects such as GravitareHealth, Beamer, ODIN, AI-ARC and FAITH. Previously to UPM and being in the academic domain, Xenia worked in for more than 11 years in the industry in the areas of IT consultancy, software development and leading ICT market research-oriented projects in large manufacturing organisations (Ford Motors).