

Gartner®

# Gartner CIO & IT Executive Conference

22 – 24 September 2025 | São Paulo, Brazil  
[gartner.com/br/cio-en](https://gartner.com/br/cio-en)

The Most Important Gathering  
of CIOs, IT Executives  
and Business Leaders

**Early-bird discount:**  
**Save R\$ 475 if you register before**  
**August 8, 2025.**

**Luis Mangi**  
VP, Advisory and  
Conference's Chair



# Drive Change. Build a Tech-Driven Future.

Learn how to lead with agility, embrace emerging technologies, and implement transformative solutions that drive real-world results. Whether it's leveraging AI, optimizing cloud strategies, or enhancing cybersecurity, the conference is designed to offer you clear, actionable steps to take back to your organization.

It's not just about understanding the latest trends; it's about knowing how to effectively apply them. Be prepared to leave with a comprehensive toolkit of practical insights that will empower you to lead the change and drive significant impact, building a resilient future in our ever-evolving tech landscape.

Join **Gartner CIO & IT Executive Conference 2025**, taking place in September in São Paulo, to dive deeper into the critical role of innovation in shaping business outcomes in a tech-driven world.



## Insight you can trust

Join us for the only conference for CIOs and IT leaders shaped by data-driven research and more than 200,000 annual conversations between Gartner experts and the IT community.



## Validate your strategy

Our global team of more than 31 on-site experts helps you create and validate your strategy using actionable insight based on our proprietary research and tools.



## Strengthen your network

Join a large and diverse group of 1,500+ CIOs and IT executives at a conference that prioritizes meaningful interactions and powerful connections.



# What's new for 2025



## Optimizing technology spend in a volatile economy

Explore comprehensive insights into cost optimization, from frameworks to actionable strategies addressing cloud costs and technical debt to specific Contract Negotiation Clinics, giving you granular tactics to save significant cost.



## Leveraging AI to drive organizational outcomes

Access practical content and frameworks that highlight where to achieve productivity gains, enhance customer and citizen experiences, and develop new applications for real outcomes. Learn how to utilize GenAI to drive savings and efficiency while boosting productivity. Prepare your organization's data, establish governance, and develop interoperability strategies to lay the groundwork for AI implementation. Every organization should explore AI's impact on customer service, productivity enhancement and business process reimagining.



## Future planning through uncertainty

Understand how major geopolitical and technological shifts are influencing your technology strategy and the broader organization. From AI innovation to global geopolitical, use scenario planning to anticipate disruptions and lead your organization with resilience in uncertain times.

## Who should attend

### CIOs, IT executives and their senior leadership teams, including:

- Chief Technology Officers (CTOs)
- Chief Digital Officers (CDOs)
- Chief Transformation Officers
- Chief Data Officers
- Chief Information Security Officers (CISOs)
- Infrastructure and Operations Leaders
- Enterprise Architecture Leaders
- Sourcing, Vendor and Program Leaders
- Application Leaders
- Customer Experience Leaders
- Software Engineering Leaders
- Project and Portfolio Management Leaders
- Data and Analytics Leaders
- Security and Risk Leaders



# Keynotes



**Dixie John**  
Sr. Director Analyst



**Gabriela Vogel**  
VP Analyst

## Keynote Gartner

### Gartner Opening Keynote: Playing the Game of Value in an AI Era

Creating enterprise value has always been an infinite game leaders must play. Today we see a value divide: 40% of CIOs see value from their AI efforts while 60% have mixed results. Why is this? The rules of the value game have changed and now everyone has to reset their expectations. In this Opening Keynote, we'll share Gartner's unique view on what value means in the AI era and how CIOs and IT leaders can close the gap from where you are to where you need to be.

## Guest Keynotes



**Kate Darling**  
Leading Expert in  
Social Robotics and  
MIT Media Lab  
Research Scientist

### The Future of Human-Robot Interaction

Drawing from her recent work exploring humans' emotional responses to robots, Dr. Kate Darling will share why people fear some robots and empathize with others, while also prompting – and answering – questions about what society's relationship with these robots could look like in the future. She'll share an examination of the technology itself, but ultimately, offer a window into how it's poised to change the way we relate to each other and our own humanity – and why it matters.



**Rebeca Andrade**  
The Greatest  
Olympic Medalist  
in Brazil

### A Fireside Chat with Rebeca Andrade: A Journey of Inspiration and Perseverance

Rebeca Andrade, the Brazilian gymnast who became the most decorated Olympian in Brazil's history, joins us for a fireside chat with Luis Mangi, Conference Chairman. Discover Rebeca's incredible journey of achievements and determination, and learn how perseverance and passion fueled her success. An inspiring conversation filled with the accomplishments and charisma of Brazil's leading athlete today.

Picture credit:  
Luiza Moraes/COB



# Executive Stories and Gartner Talks

## Executive Stories

### **Tribunal de Justiça do Rio Grande do Sul (TJRS): Digital Transformation in Record Time**

Vanessa Barbisan, CIO

### **Banco do Brasil: Sentinel – Technology that Cares for People**

Marisa Reghini, Vice President of Digital Business and Technology

### **Baterias Moura: From Complexity to Intelligent Automation in Cybersecurity**

Tiago Macedo, Information Security Manager

### **Tesouro Nacional: Post-digital Government Platform in the Era of Intelligent Agents**

Abdsandryk Cunha de Souza, General Coordinator of Systems and Information Technology (CIO)

### **Bradesco: AI First – Digital Transformation Driven by BIA and Multi-agent Systems**

Cristina Pinna, IT Director

### **YDUQS: VMO and Agility Accelerate the Governance Journey**

Bruno Rocha, IT Director

## Gartner Talks

### **Petrobras: How to Democratize Digital Delivery with Organizational Value**

Cassiano Ebert, Global CIO

### **Natura: How AI Agents Can Redefine Corporate Dynamics**

Renata Marques, CIO Latin America

### **Livelo: Engineering Platform as a Strategic Accelerator**

Felipe Ávila, CTPD (Chief of Technology, Data&Analytics and Products)



# Plan your experience

Dive into key topics for CIOs and IT leaders around AI, cybersecurity, executive leadership and more.

## Agenda Tracks

### Strategic Leadership

Effective leadership strategies for CIOs and IT executives, focusing on inspiring teams, driving innovation, leading digital transformation within organization and evolving new operating models for an emerging future.

#### Hot Topics:



#### Executive leadership

Increase your influence on the board by balancing risk, value, and cost.



#### Board communications

Master the art of communicating technology strategies and outcomes to boards and executive teams.



#### Culture

Foster a culture that embraces change, drives innovation, and promotes diversity and inclusion.



#### Organizational change

Avoid common pitfalls as a new CIO and adopt an adaptive approach to organizational change.



#### Sustainability

Explore how to elevate your executive influence by making IT more sustainable — especially amid new pressures from compute-intensive AI.



#### Innovation

Rapid technological disruption is forcing organizations to rethink how they track, prioritize, deliver, and deploy technology and innovation.



#### Sourcing and suppliers

Optimize your sourcing and vendor strategies to boost agility and resilience.



#### Customer/citizen experience

Integrated, personalized digital experiences can be powerful differentiators. Learn how to achieve total experience outcomes.



#### Talent

Unlock people's potential in the age of AI by building and empowering diverse teams that bring unique perspectives.

### Emerging Technologies and Trends

Emerging technologies and trends, such as AI, new frontiers of computing and human-machine synergy, are shaping and disrupting the future of business. Learn how these innovations can be leveraged to create value and competitive advantage

#### Hot Topics:



#### IA

Develop a successful AI strategy and learn how to extract value through process reengineering and team structure optimization.



#### Emerging technologies

Evaluate emerging technologies and explore top strategic trends.



#### Digital transformation

Learn from other industries to deliver business value from emerging technologies and drive enterprise growth.

### Intelligent Applications

The intelligent applications that enhance business processes. Learn about integrating advanced analytics, automation, and innovative technologies to drive efficiency and improve user experiences.

#### Hot Topics:



#### Applications and architecture

Learn how to extract business value and successfully navigate ERP implementations.



#### Business value of IT

Communicate IT's value with meaningful metrics and reframe IT cost optimization as a business decision.

# Plan your experience

## Agenda Tracks (continued)

### Infrastructure and Operations

Best practices and strategies for managing cloud, infrastructure, and IT operations, ensuring organizational efficiency, scalability, and resilience.

#### Hot Topics:



#### Infrastructure and cloud

Optimize your cloud strategy in the age of AI and avoid common pitfalls.



#### Operating models

Elevate the CIO role to that of a strategic enabler and optimize your IT organizational design.



#### Strategic planning and execution

IT leaders must build and execute strategies that foster resilience and position their organizations to thrive.

### Data and Analytics

Harness the power of data and analytics to drive business insights, innovation, and competitive advantage. Learn how to build a data-driven culture that empowers your organization to innovate and thrive in a rapidly changing business landscape.

#### Hot Topics:



#### Data, Analytics and AI

Explore the future of data analytics in the era of Generative AI and examine key trends in data and analytics.

### Cybersecurity

Explore the latest cybersecurity threats and defense strategies to protect your organization. Learn how to build resilient security frameworks and respond effectively to evolving cyber risks.

#### Hot Topics:



#### Cybersecurity

Strengthen your cybersecurity efforts with insights on AI application security and cyber resilience.



#### Governance and risk

Traditional tech governance can no longer meet organizational needs when decentralized decision-making, driven by democratization and GenAI, becomes the norm.





“Gartner Conference is a key event for CIOs to stay up to date on a wide range of technology topics, as well as to share knowledge in an incredible networking environment.”

Alexandre Porto Debeluck, CIO, TCE-RS

## Interact with Experts

### Sessions, Experiences and Special Program of Gartner CIO & IT Executive Conference



#### Gartner Signature Series and track sessions

Learn about top trends, predictions and survey results from Gartner experts and get advice on what to do now and in years ahead.



#### Workshops

Experience hands-on sessions to explore proven solutions to real-life challenges with peers — all under the guidance of Gartner experts.



#### Roundtables

Exchange insights and best practices with your peers in these Gartner-facilitated, small-group discussions around a specific issue.



#### Research Discussion

Interactive sessions at Gartner conferences that provide an opportunity for attendees to engage with Gartner analysts and peers to explore key insights and discuss their practical application in organizations. These sessions are designed to foster discussion and learning around emerging trends and technologies.



#### Ask the Expert sessions

Pose tough questions to a single Gartner expert in intimate, topic-driven sessions.



#### Gartner expert one-on-one meetings

Receive the undivided attention of a Gartner expert during a private, 30-minute consultation to discuss your strategy, next steps and technology decisions.



#### Peer Meetups and receptions

Unwind, learn from peer experiences and grow your network during planned receptions and unique special events.



#### Contract Negotiation Clinics

Insights and strategies for negotiating contracts effectively.



#### Gartner Hype Cycle™ sessions

Forward-looking sessions showing how a technology or application will evolve over time, providing insight to manage deployment within your business goals, led by Gartner experts.



#### Gartner Magic Quadrant™ sessions

Expert-led sessions offering unbiased solution provider assessments to support technology acquisition decisions with qualitative analysis on specific technologies and suppliers.

#### CIO Circle Program



This exclusive program was specially designed for Chief Information Officers (CIOs) to stay focused on delivering digital transformation, enhancing personal leadership, and adapting the IT operating model to drive value and agility.

[Learn how to apply.](#)

## Explore technology solutions



#### Exhibit Showcase

Join solution providers in this interactive environment, and gain insight from subject matter experts, explore new products and services and engage in peer-to-peer exchanges.

Learn about the current landscape as you continuously evaluate and analyze product capabilities. Visit the Exhibit Showcase to gain mind share and build relationships with executives from solution provider companies.



#### Meet solution providers

Compare solutions and formulate your shortlists of providers that can best help solve your missioncritical priorities.



#### Interactive sessions

Make educated investment decisions based on objective insight from Gartner case studies, Executive Stories and thought leadership.



# Exhibit Showcase

Experience solutions and address both immediate and long-term challenges with support from leading technology providers.

Explore new products or services, gain insights from subject matter experts, and engage in peer discussions at the solution provider exhibition area.

## Premier



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**THALES**

**Check out all the exhibitors →**

Interested in exhibiting?  
Contact us at  
[exhibit@gartner.com](mailto:exhibit@gartner.com)

Exhibitor list as of 3 June 2025, and subject to change



# Registration and pricing

## What's included

In addition to 6 tracks of the latest Gartner research, your conference registration fee includes complimentary access to these special features:

- **One Gartner One-on-One meeting\***
- **Workshops and Contract Negotiation Clinics\***
- **Roundtables\***
- **CIO Circle\***
- **Ask the Expert sessions\***
- **Exhibit Showcase**
- **Meals and networking receptions**

\*Preregistration is required. These sessions are available to end users only; space is limited.

## Group Rate Discount

Maximize learning by participating together in relevant sessions or splitting up to cover more ground, sharing your take-aways later.

### Complimentary registrations

- 1 for 4 paid registrations
- 2 for 8 paid registrations
- 3 for 12 paid registrations
- 4 for 16 paid registrations

For more information, email [conferencias.brasil@gartner.com](mailto:conferencias.brasil@gartner.com) or contact your Gartner representative.

## Gartner Conference Tickets

We accept one Gartner summit ticket for payment. If you are a client with questions about tickets, please contact your sales representative or call 0800 887 0190.

## Gartner Conference Navigator

Gartner Conference Navigator helps you organize, view and custom-create an agenda based on:

- |                    |                        |
|--------------------|------------------------|
| • Date and time    | • Session descriptions |
| • Track            | • Key initiatives      |
| • Experts/speakers | • Verticals/industries |



## Early-bird discount

**Save R\$475 when you register before August 8, 2025**

**Early-bird price: R\$ 16.425**

**Standard price: R\$ 16.900**

**Public-sector\* price: R\$ 15.900**

\*Proof of public-sector status required for verification. Price cannot be applied retroactively. "Public sector" definition: National government, state or local government, public administration.

## 3 ways to register

### Web:

[gartner.com/br/cio-en](https://gartner.com/br/cio-en)

### E-mail:

[conferencias.brasil@gartner.com](mailto:conferencias.brasil@gartner.com)

### Phone:

0800 8870 190



## Hotel Sheraton São Paulo WTC

Perfectly positioned in São Paulo's bustling business district, Sheraton São Paulo WTC Hotel offers unrivaled access to key business hubs, shopping and entertainment, ensuring an exceptional stay.

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