

Gartner®

Gartner Data & Analytics Summit

28– 29 April 2026 | São Paulo, Brazil
gartner.com/br/data-en

Value at AI Velocity:
Navigating the Now and Next

**The must-attend conference for data, analytics
and AI leaders.**

Edgar Macari
Business and Technology
Insights Director and
conference chair



Transform your data, analytics and AI journey in 2026.

Value at AI Velocity: Navigating the Now and Next

The pace of AI innovation is forcing data, analytics and AI leaders to deliver measurable business value faster than ever before. As AI accelerates change across industries, leaders must deliver immediate impact while preparing for future developments. **Gartner Data & Analytics Summit 2026** is dedicated to helping you overcome challenges like scaling AI, managing disruption and balancing risk through governance — unlocking data's full potential for lasting success.

Explore the latest in AI agents, GenAI, governance and data architecture at Gartner Data & Analytics Summit. Join expert-led sessions, hands-on workshops and connect with industry leaders to gain the strategies and skills needed for impactful, data-driven results.



Insight you can trust

The only data, analytics and AI conference shaped by data-driven insights and more than 200,000 annual conversations between Gartner experts and the data, analytics and AI community.



Validate your strategy

Our global team of 24+ on-site experts helps you create and validate your game plan using actionable insight based on our proprietary insights and tools — including personalized one-on-one meetings.



Strengthen your network

Join more than 1,500 data, analytics and AI leaders at a conference designed to foster meaningful interactions and high-value connections.



Discover innovative solution providers

In a world driven by technology, access is essential. Evaluate more than 30 providers at the forefront of innovation and explore how they can help advance your organization's mission.

What's new for 2026

- **Introducing for 2026: Heads of AI & AI Leaders Spotlight**
Build world-class AI strategies with new sessions on delivery models, Agentic AI and governance.
- **Signature Series sessions**
Explore new sessions: The Future of IA, Top Data and Analytics Predictions for 2026, Top Trends in Data and Analytics for 2026, Get Ready For Data and Analytics 2030.
- **Gartner Talks** featuring three additional guest speakers with practical use cases from leading organizations in Brazil.
- **Keynote Panel with two CDAOs** perspectives on our region's practical challenges.
- **Roundtables, Ask the Expert sessions, contract negotiation clinics and workshops** – interactive sessions designed to address the emerging challenges of 2026.

Who Should Attend

- Chief data and analytics officers (CDAOs), and heads of data and analytics and AI
- Analytics and business intelligence leaders
 - BI and analytics program leaders
 - Analytics and BI practitioners
 - Business analysts
- Analytic developers
- Analytic architects
- Analytic engineers
- AI leaders
- Data scientists
 - AI engineer/architect
- Heads of data governance
 - MDM program managers
 - Data stewards and governance board
- Heads of data management
 - Database managers
 - Data integration managers
- Data architects
- Data engineers
- Data analysts
- IT & Business leaders
 - Enterprise architects
 - Application architects and managers
 - Business Leaders
- Information management
 - Information architects



Keynotes

Gartner Opening Keynote: Navigate AI on Your Data & Analytics Journey to Value

AI is accelerating new possibilities for data and analytics everywhere. Success isn't always about being the fastest, but about finding your own path to value, while managing risk and cost. Join our Gartner's Opening Keynote to discover how a thoughtful approach to speed and direction helps you prepare for what's next, no matter where you are today.



Gareth Herschel
VP Analyst



Sarah James
Sr Director Analyst

Keynote Panel: Demystifying AI – From Hype to Practical Reality in Data and Business Strategies in Brazil

Artificial intelligence is transforming the Brazilian corporate landscape, generating expectations and challenges for data, analytics, and business leaders. In this keynote panel, Edgar Macari, Gartner's D&A and AI expert and chair of the conference, welcomes Luiza Rangel Veloso, CDAO of Petrobras, and Daniel Marques, CDAO of Natura, for a frank discussion on the real challenges and opportunities of AI adoption in Brazilian organizations, from "agent washing" to the pressure for immediate results. How to align data and AI strategies with the organization's strategy? Which practices are truly delivering value? Discover how leading organizations in the adoption of Artificial Intelligence are overcoming the hype, dealing with human factors, and adjusting processes to transform potential into concrete results. Participate and be inspired by real-world experiences from those at the forefront of Artificial Intelligence in Brazil!



Edgar Macari
Director, Business and
Technology Insights
at Gartner



Luiza Rangel Veloso
CDAO at Petrobras



Daniel Marques
CDAO at Natura

Case Studies and Gartner Talks

Case Studies



Polícia Rodoviária Federal - PRF: Value and Communication - How the PRF Turned IT into Strategy in the AI Era

Joedson Camilo



Gerdau: Intelligence Platform – Scalable Generative AI for Industrial Excellence

Rodrigo Silveira



Porto: Data Source - Unified Governance and Real-Time Data for Agile Decisions and Innovation

Eduardo Santana



Itaú Unibanco: Generative AI Focused on Scale, Security, and Real Customer Impact

Carlos Eduardo Mazzei

Gartner Talks



Banco BV: How to Scale Data Engineering

Bruno Spósito



AXIA Energia: Climate Intelligence for Operational Resilience

Lucas Pinz



Grupo Fleury: AI for Smart Tracking and Preventive Actions

Rejane Silva



Plan your experience

Tracks

A Leadership
Designed for CDAOs and Data, Analytics and AI Leaders tasked with delivering business value through data, analytics & AI. These leaders delivery value and mature a data-driven culture by building trust and managing data while evolving technology capabilities.

B Artificial Intelligence
Everything you need to be successful with AI including: AI strategy, responsible AI, risk and governance, agentic AI, generative AI, LLMs, retrieval augmented generation, prompt engineering, data science, ML, and scalability. Designed for leaders responsible for AI, as well as AI experts, Architects and Engineers.

C Analytics
Everything you need to be successful with analytics and business intelligence including: self-service analytics, Agentic Analytics, the adoption and impact of generative AI, ecosystems, composability, natural language query, modern dashboarding, data storytelling and decision intelligence. Designed for ABI leaders and practitioners including business analysts, analytics developers, analytics architects, and engineers.

D Data Management
This track covers everything you need to be successful with data management including AI-ready data, data fabric, data products; data observability, cost optimization, scalability, resilience and reliability of data management architectures.

E Governance
A track designed for Data & Analytics leaders responsible for governance as well as those who take on governance roles like stewardship.

Hot topics

- Strategy and operating models
- Delivering business value
- Talent development
- Building a data-driven culture
- Evolving technology capabilities

- AI strategy
- AI Agents (and Agentic AI)
- Cost Management
- Responsible AI
- AI Risk & Governance

- Self-Service Analytics
- Agentic Analytics
- Impact of GenAI

- AI-readiness for data
- Federated data management
- Data management platform convergence
- Data Ops
- Data products
- Cost optimization

- Adaptive governance
- Stakeholder buy-in for governance programs
- Data & Analytics governance operating model
- AI impact on Data & Analytics governance
- Future of Data & Analytics governance roles
- Evolution of Data & Analytics governance platforms

Tracks (Continued)

F CDAO Circle Program
Exclusive experience designed for both new-to-role and experienced CDAOs to elevate their performance and brand.

Hot topics

- Leadership
- Business Value of D&A
- Future of CDAO Role
- Change Management
- Strategy & Operating Model

Spotlight Tracks

Heads of AI & AI Leaders
This track is designed for AI Leaders tasked to building a world-class AI strategy and organization. It covers AI use cases, developing robust AI systems and delivery models, including Agentic AI, while ensuring safe and scalable operations, through strong AI governance. Learn to drive business transformation, measure AI value, manage risks, and align initiatives across all AI stakeholders.

Hot topics

- AI delivery models
- Agentic AI
- AI governance

What's Next?
This track will highlight the emerging concepts organizations will need to build into their strategic plans as well as the latest best practices to solve problems old and new.

- AI Governance Operating Models
- AI Governance with AI Architecture
- Multi-Agent Systems
- AI Agent Landscape

Create D&A Value
How to demonstrate and realize value from Data & Analytics investments by building a value competency that is part of every decision and action.

- Cost optimization
- Accelerating AI Value
- Unlocking value through Organizational Change



CDAO Circle Program

The CDAO Circle Program* provides targeted content, focused workshops and valuable networking lunches. Join your CDAO peers to explore how you and your teams can use data, analytics and AI to drive better business value and improve culture, communication and change.

What's included:

- The opportunity to network and connect with a community of CDAOs and AI leaders
- Exclusive interactive sessions focused on the most pressing priorities of CDAOs and AI leaders
- Priority access to book interactive sessions and one-on-one meeting(s) with a Gartner expert
- Exclusive meals, featuring keynote presentations from visionaries and industry leaders

Sessões em Destaque:

- CDAO Circle Leadership Exchange: Exchange Lessons From CDAO Agenda Survey 2026
- CDAO Circle Leadership Exchange: The Evolving CDAO — Archetypes, AI Ambitions and Growth Paths
- CDAO Circle Leadership Exchange: The CDAO's Blueprint for Leading Enterprise-Wide
- CDAO Circle Roundtable: Data and AI Governance: Building the Foundation for Today and Tomorrow
- CDAO Circle Roundtable: Proving Data Value and Measuring Real Impact

*Qualification criteria apply for the CDAO Circle Program. Interested candidates can complete an application during the registration process.

[Learn More →](#)

“A high-level event with Gartner, which has always been a benchmark for technology companies, featuring outstanding case studies from Brazilian organizations and numerous insights for our daily operations.”

Felipe Alvarenga Dinardi Barbosa, Head Data & Analytics, M. Dias Branco.



“We are equipped with information from various sources, and coming to Gartner to access the very best—not only regarding what is happening in Brazil, but also globally—is an excellent opportunity.”

Daniel Marques, CDAO, Natura

Network with peers



Roundtables*

Moderated by Gartner experts for exchanging ideas and best practices with your peers.



Executive Stories

Accelerate your initiatives by sitting down with peers to hear their leadership stories, real world challenges, success factors and lessons.



Workshops*

Small-scale and interactive — drill down on specific topics with a how-to focus.



Social engagements

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

Interact with experts

Keynotes

Let the experience of visionaries, innovators and renowned thought leaders inspire you — and reframe your thinking about business and leadership.

Gartner one-on-one meeting*

Complimentary consulting with a Gartner expert on the topic of your choice.

Contract Negotiation Clinics

Learn practical strategies and tools for negotiating vendor contracts.

Ask the Expert sessions*

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

Connect with solution providers

Exhibit Showcase

Learn about the current exhibitor landscape as you continuously evaluate and analyze product capabilities.

Solution Provider Sessions

Get an inside view of current marketplace offerings from the clients who deploy them and the solution providers that develop them.

Theater Sessions

Get a snapshot of the current solution landscape. Exhibitors reveal products and Gartner experts present findings based on Gartner Magic Quadrant™ research and the Gartner Hype Cycle™ methodology.

Face-to-face Solution Provider Meetings

Meet with the solution providers that interest you most, and walk away with a shortlist and actionable solutions.

*Space is limited and preregistration is required.

Exhibit Showcase

Meet the world's leading technology solution providers at the Gartner Data & Analytics Summit 2026 in São Paulo.

Premier



[Check out All Exhibitors](#) →

Interested in exhibiting? Contact us at exhibit@gartner.com

Exhibitor list as of January 20, 2026, and subject to change.



Registration and pricing

What's included

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

- One Gartner One-on-One meeting*
- Workshops*
- Roundtables*
- Ask the Expert sessions*
- Contract Negotiation Clinics
- Peer Meetups
- Exhibit Showcase
- Lunches and networking receptions
- CDAO Circle Program*

*Online preregistration is required for One-on-Ones, workshops, CDAO Circle program and roundtables. Reserve your place early, as space is limited.

Group Rate Discount

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

Complimentary registrations:

- 1 for every 3 paid registrations
- 2 for every 5 paid registrations
- 3 for every 7 paid registrations
- 4 for every 10 paid registrations

For more information, email conferencias.brasil@gartner.com or contact your Gartner account manager.

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 8870 190**.



Early-bird Discount

Save R\$1,750 by 27 February 2026

Early-bird price: **R\$ 12.600**

Standard price: **R\$ 14.350**

Public Sector Price*: **R\$ 11.975**

*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/data-en

Email:

conferencias.brasil@gartner.com

Phone:

0800 8870 190



Sheraton São Paulo WTC Hotel

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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São Paulo, Brazil 04578-903

Gartner Conference Navigator

Helps you organize, view and custom-create an agenda based on:

- Date and time
- Session descriptions
- Track
- Key initiatives
- Experts/speakers
- Vertical industries



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