Primo Piano - *The exponential future of business: how IT and generative AI are redefining corporate leadership*

Barcelona - 21 ott 2025 (Prima Notizia 24) **At the international Info-Tech LIVE conference in Barcelona, global experts and business leaders discussed how the fusion of Exponential IT and generative AI is transforming corporate strategy, turning technology into the driving force of the new global economy.**

The future of business will not follow a linear path—it will be exponential, accelerated by innovation and guided by technology. During the Info-Tech LIVE conference held in Barcelona, CIOs, executives, and industry experts emphasized how digital transformation is evolving into a new era: the era of Exponential IT, powered by the transformative potential of generative AI. The debate made one thing clear: IT is no longer a support function—it has become the strategic core of the enterprise. Companies that invest in innovation and AI today will be the ones leading tomorrow's global economy. For years, IT was seen as a technical department focused on maintaining infrastructure and systems. Today, it leads organizational vision and innovation.At Info-Tech LIVE, the concept of Exponential IT was presented as a call for companies to abandon linear growth models and adopt agile, scalable approaches that fully leverage emerging technologies. The CIO now acts as a strategic leader, guiding corporate innovation alongside the CEO and executive team. Research shared in Barcelona revealed that companies integrating exponential technologies experience measurable results: improved operational efficiency, reduced costs, higher productivity, new products and services, expanded market opportunities. Technology is no longer a cost center—it is the catalyst for agility, growth, and competitiveness. Generative AI emerged as one of the most discussed topics at the conference. Beyond creating content such as text, images, and code, it transforms how businesses make decisions, manage human resources, and engage customers.From employee onboarding to personalized marketing and intelligent automation, generative AI unlocks powerful new use cases.The evolution toward Agentic AI—autonomous systems capable of making operational decisions—represents a change as disruptive as the arrival of personal computers or the Internet. In a world defined by geopolitical instability, market volatility, and cybersecurity challenges, uncertainty has become the new normal. Yet, as highlighted at Info-Tech LIVE, technology provides the tools to transform uncertainty into opportunity.Organizations that embrace Exponential IT and generative AI can navigate disruption with confidence and shape the business models of the future. To succeed in this new landscape, companies must: build digitally skilled, adaptive workforces, tear down organizational silos and encourage collaboration, allocate budgets strategically to fund innovation, adopt an experimental culture that embraces fast learning and flexibility. Barcelona's key takeaway was that success in

the next decade will depend on a company's ability to learn, adapt, and scale through technology. The 2025 edition of Info-Tech LIVE reaffirmed a global truth—digital transformation is no longer optional, it is structural. Companies that position technology at the heart of their corporate vision will not only keep pace with change—they will lead it.Generative AI and Exponential IT are redefining leadership, enabling organizations to thrive in an increasingly digital, intelligent, and competitive world.

di Maurizio Pizzuto Martedì 21 Ottobre 2025