



Cristina Colom is the director of Digital Future Society in Mobile World Capital Barcelona since February 2020. Digital Future Society is a global initiative created to analyse the impact of the technological revolution on society and the economy.

Cristina Colom has a degree in economics, with postgraduate training in European Affairs and Social Media, as well as an expert in corporate communication, marketing and social networks. Colom has more than 20 years of experience in the public and private sectors, with extensive experience in multilateral international organizations such as the European Commission and the United Nations (from its Regional Commission in Latin America).

Colom has also worked in the Generalitat de Catalunya, as coordinator of the Barcelona candidacy for the headquarters of the European Food Safety Agency and in the Employment Service of Catalonia. At a private level, she served for more than seven years as Shell's European communication director.

Currently, Cristina Colom is leading one of the main projects of Digital Future Society: an International Summit about technological governance. It will be held in Barcelona, its objective is to analyse the great challenges, opportunities, and risks around technological transformation to move towards a better digital governance.