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**Unify Data. Ignite Demand. Deliver Outcomes.**

Demand AI brings together advanced AI and real-world lead gen expertise to help businesses transform messy data into measurable growth — all with zero disruption and full transparency.

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# **SERGIO TALLÓN DE LA TORRE**

**MANAGING DIRECTOR, IBERIA**

Drives Demand AI's expansion across Iberia, accelerating market presence and delivering AI-powered demand generation solutions in collaboration with partners and clients. Offers nearly 20 years of international experience in digital marketing and media, spanning agency and AdTech ecosystems across EMEA. Extensive background supporting global brands, with strengths in strategy, client services, planning, trading, and partnership development.