

Iván del Prado

Head of AI, Magnific

Iván de Prado Alonso keeps Magnific at the vanguard of generative AI. His team reads papers, trains models, evaluates emerging technologies, and experiments with new ideas — applied research that keeps the platform ahead. Right now, that means professional-grade video outputs for creators who need quality that holds up under real production conditions. It also means pushing into 3D worlds, objects, and AI agents. He has spent his career chasing the hardest problems in tech. A Big Data and distributed systems expert before moving into deep learning. He founded Datasalt, one of Spain's first Big Data companies, and designed systems that unblocked critical challenges at scale. He also trained over 130 professionals at U-Tad University. Magnific, in his own words, is the place to stay if you want to keep fighting with the most challenging and impactful problems today.

His conviction: generative AI is real intelligence. Not a parrot, not a memory trick. It's actual intelligence in a system, capable of reshaping the world. The people who understand that early will define what comes next.

Outside work, Iván rides bikes, travels, plays football with his kids, and has a deep appreciation for absurd humour — specifically Monty Python. He also cheerfully admits to having the memory of a fish. Perhaps, he suggests, nature is balancing things out.

"We've put intelligence in a can. People who still think these models are just repeating what they've seen are missing what's actually happening and what's coming."

— Iván del Prado, Head of AI, Magnific