

BBVA Deepens Partnership with Google Cloud to Innovate with AI

BBVA is taking a strategic step in its digital transformation by expanding its long-standing collaboration with Google Cloud through the deployment of Google Workspace with Gemini, as part of the global bank's comprehensive AI adoption strategy.

MADRID, July 2, 2025 /PRNewswire/ -- BBVA and Google Cloud today announced the deployment of [Google Workspace with Gemini](#) across the global operations of the bank. This initiative will empower BBVA's 100,000 employees worldwide with secure generative AI experiences in tools like Gmail, Google Docs, Google Sheets, and more. Today, BBVA employees report that automating repetitive tasks with AI saves them nearly three hours per week on average, freeing up valuable time for more strategic, customer-focused work.

BBVA has collaborated with Google Cloud to digitally transform its operations since 2011. Now, BBVA employees will gain a powerful collaborative assistant embedded within Google Workspace's productivity tools they use every day, further solidifying BBVA's position as a frontrunner in leveraging technology for business transformation. BBVA employees will use Gemini to help summarize, draft, and find information across emails, chats, and files; create professional documents, presentations, spreadsheets, and videos; and even take notes and collaborate better on calls.

Beyond Google Workspace with Gemini, BBVA employees will leverage the standalone Gemini app and NotebookLM, an AI-powered research and writing assistant, to help with tasks like research, generating audio overviews of complex findings, creating reports, and more.

"The partnership with Google Cloud allows us to continue transforming how our teams work, make decisions, and collaborate—using the most competitive generative AI models on the market," said Elena Alfaro, Global Head of AI Adoption at BBVA. "We anticipate that Gemini with Workspace has the potential to simplify tasks and spark new ideas, which will significantly boost the productivity and innovation of our teams."

"BBVA transformed the way we work with Google Workspace more than ten years ago," explained Juan Ortigosa, Global Head of Workplace at BBVA. "We expect that the widespread adoption of generative AI across these tools will improve productivity and the work experience of all employees, regardless of their role, fostering a more dynamic and efficient environment."

"This expanded partnership with BBVA underscores the transformative power of generative AI in the enterprise. Google Cloud is committed to providing the most advanced AI tools, like Gemini, to help industry leaders like BBVA unlock new levels of innovation and efficiency. We have been a proud partner of BBVA's digital transformation journey for years, and we believe that this deployment of Gemini with Workspace will further empower their teams and redefine the future of banking," said Isaac Hernandez, Country Manager Spain, Google Cloud.

In parallel to this AI deployment, the bank has launched a mandatory training program, 'AI Express', focused on the broader use of artificial intelligence. It provides employees with clear principles for secure and responsible AI adoption across use cases. The program is aligned with the European Union's AI Act and BBVA's internal policies on data protection and confidentiality.

Access to Google Workspace with Gemini, the Gemini app, and NotebookLM will be granted to employees who have completed internal training programs. This approach ensures that teams are prepared to use these generative AI tools effectively, ethically, and in line with BBVA's AI governance standards.

About BBVA

BBVA is a global financial services group founded in 1857. The bank is present in more than 25 countries, has a strong leadership position in the Spanish market, is the largest financial institution in Mexico and it has leading franchises in South America and Turkey. BBVA contributes with its activity to the progress and welfare of all its stakeholders: shareholders, clients, employees, providers and society in general. In this regard, BBVA supports families, entrepreneurs and companies in their plans, and helps them to take advantage of the opportunities provided by innovation and technology. Likewise, BBVA offers its customers a unique value proposition, leveraged on technology and data, helping them improve their financial health with personalized information on financial decision-making.

About Google Cloud

Google Cloud is the new way to the cloud, providing AI, infrastructure, developer, data, security, and collaboration tools built for today and tomorrow. Google Cloud offers a powerful, fully integrated and optimized AI stack with its own planet-scale infrastructure, custom-built chips, generative AI models and development platform, as well as AI-powered applications, to help

organizations transform. Customers in more than 200 countries and territories turn to Google Cloud as their trusted technology partner.

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