Laura Graells

Program Manager · Bridging users and the business · AI Governance

Computer engineering degree · PMP (2012) · ITIL 4 · ServiceNow CSA

Catalan, Spanish, English and French

info@iaetica.cat · linkedin.com/in/lauragraells · iaetica.cat/en/portfolio

RIGHT NOW

Program Manager at Keywords Studios since 2021, remote, with teams across Europe, the Americas and APAC. Led the global ServiceNow rollout — ITSM, ITOM and Security Incident Response — and later specialised in ITSM from inside the platform.

The AI side: applying Predictive Intelligence to incident categorisation, and evaluating AI assistants and agents in a controlled environment before taking them to production — that is, evaluating and documenting before deploying.

Specialising in AI governance and compliance: the EU AI Act and GDPR applied to real projects.

CAREER

Keywords Studios 2021 – present

Program Manager for the global ServiceNow rollout — ITSM, ITOM and Security Incident Response — across Europe, the Americas and APAC: migration from legacy tools, vendor and integration management, phased delivery and team training. Since 2023, specialising in ITSM from inside the platform, with Predictive Intelligence for incident categorisation and evaluation of AI assistants and agents in a controlled environment before production. Around 15,000 users across the Americas, the EU and APAC, migrating off multiple legacy tools. Platform tooling: Flow Designer, Business Rules, UI Policies and Service Catalog.

Agromillora Group 2019 – 2021

Corporate IT Program / Project Manager. Rollout of Siemens SIMATIC IT MES integrated with the ERP, and process standardisation across subsidiaries.

Grupo Julià 2016 – 2018

Senior Project Manager. Employee transport programme for SEAT with on-board technology: 61 routes and three daily shifts.

ANV 2015 – 2016

IT Project Manager. Built the IT department's PMO: governance, methodology and portfolio tracking.

Soler & Palau Ventilation Group 2012 – 2015

Project Manager and Senior Business Analyst. Process automation on BPM and Microsoft Dynamics ERP rollout.

Centro Médico Teknon 2006 – 2011

Business Analyst. Clinical and administrative projects under Joint Commission (JCI/JCAHO) accreditation.

IAètica — own initiative 2026 – present

AI applied to administrative processes at small scale, training material on Article 4 of the EU AI Act, and a weekly column on AI ethics and law.

SKILLS

Programme and portfolio management | AI governance and compliance (EU AI Act, GDPR) | Evaluating AI tools before production | Building and governing a PMO | Baseline control and variance analysis | Earned value | Risk and dependency management | Stakeholders across Europe, the Americas and APAC | Vendor and contract management | ITSM and ITIL 4 | ServiceNow | BPM, MES and ERP | Reporting, KPIs and dashboards | Agile and Scrum | Change management and training

EDUCATION

Enginyeria Tècnica en Informàtica de Gestió — Universitat Oberta de Catalunya, 2003–2008 · engineering degree in management computing

MSc in Industry 4.0 — UNIR, 2020–2022

MSc in Project Management — La Salle Barcelona, 2011–2012

CERTIFICATIONS

ServiceNow Certified System Administrator (CSA)

ITIL 4 Foundation

Scrum Master — Scrum Alliance

PMP — Project Management Institute, 2012

IN PROGRESS

ServiceNow CIS-Data Foundations — expected: November 2026

PMI-CPMAI — Project Management Institute · expected: December 2026

MSc in Artificial Intelligence — Universidad Isabel I · expected: January 2027

LANGUAGES

Native Catalan and Spanish. Full professional English and French.