

Laura Graells

Program Manager · ITSM & AI Governance

Computer engineering degree · PMP (2012) · ITIL 4 · ServiceNow CSA
Catalan, Spanish, English and French
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RIGHT NOW

Program Manager at Keywords Studios since 2021, remote, with teams across Europe, North America 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, North America 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. [PENDING: number of users] · [PENDING: countries or regions] · [PENDING: tools migrated] · [PENDING: adoption or resolution KPI] 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, North America 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.