

Contact

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(LinkedIn)

Top Skills

Platform administration, user roles, and data schema management.

Customizing forms, workflows, and automations to meet organizational needs.

Developing reports and dashboards for actionable insights.

Languages

Catalan (Native or Bilingual)

Spanish (Native or Bilingual)

English (Full Professional)

French (Full Professional)

Certifications

SCRUM Master

ITIL 4 ® Foundation

ServiceNow Certified System Administrator

Laura Graells

ServiceNow Developer (CSA, ITIL4) | Program Manager (PMP, SCRUM Master) | Software | AI enthusiastic @ Keywords Studios Spain

Summary

ServiceNow Developer & Program Manager with 20 years of experience in IT delivery and business transformation. Certified CSA and ITIL4, focused on IT Service Management (ITSM) with hands-on experience in Flow Designer, Business Rules, UI Policies, and Service Catalog. Currently learning Reporting and Predictive Intelligence.

I have delivered complex projects in healthcare, manufacturing, and transport, including MES deployment (Siemens SIMATIC IT) and large-scale digital transformation initiatives.

Currently completing a Master's in Artificial Intelligence, with focus on Machine Learning, Deep Learning, Responsible & Ethical AI. Learning and experimenting with Now Assist (Skill Kit, Context Menu) and AI Agents, and increasingly committed to applying AI to improve ITSM and enterprise workflows.

Multilingual: Catalan, Spanish, English, French.

Experience

Keywords Studios

4 years 5 months

Servicenow Developer and Program Manager
August 2023 - Present (2 years 5 months)

Experience in ServiceNow platform development, including customization, automation, and ITSM workflow optimization.

Currently learning and applying Reporting and Predictive Intelligence for incident categorization and analytics.

Experimenting with Now Assist (Skill Kit, Context Menu) and AI Agents to expand automation in ITSM workflows.

Ensured alignment with ITIL 4 practices and supported continuous improvement initiatives.

Collaborated with cross-functional teams to deliver ServiceNow platform changes on time and aligned with business goals.

Global IT Program Manager

August 2021 - August 2023 (2 years 1 month)

Led the global rollout of ServiceNow across multiple regions, coordinating implementation for IT Service Management (ITSM) processes.

Managed stakeholders and project teams in Europe, North America, and APAC.

Oversaw migration from legacy tools and standardized processes in Incident, Problem, Change, and Service Request management.

Coordinated vendor engagement, system integration, and training activities for end users and IT teams worldwide.

Applied Agile and PMP/Agile methodologies to ensure phased delivery and risk management.

Established reporting frameworks and KPIs to measure adoption, service performance, and business impact.

Agromillora Group

Corporate IT Program/Project Manager

November 2019 - August 2021 (1 year 10 months)

Barcelona, Catalonia, Spain

Led the deployment of Siemens SIMATIC IT MES to enhance production control, traceability, and overall operational efficiency.

Adapted the MES solution to Agromillora's specific processes in nursery and plant production, managing high cultivar variety and small lot sizes.

Coordinated international cross-functional teams and managed vendor relationships throughout the rollout.

Integrated SIMATIC IT MES with ERP and IT infrastructure to ensure consistent data flow, reporting, and decision support.

Applied PMP methodologies to deliver projects on time, within budget, and aligned with business objectives.

Improved reporting frameworks and supported standardization of processes across all subsidiaries.

Grupo Julià

Senior Project Manager

November 2016 - March 2018 (1 year 5 months)

Barcelona, Catalonia, Spain

Managed a large-scale project introducing technology-enabled transport services for SEAT employee shuttle buses across the province of Barcelona (61 lines, 3 shifts daily).

Implemented Frotcom fleet geolocation system to provide real-time visibility for both Grupo Julià and SEAT.

Deployed on-board Wi-Fi connectivity and integrated employee time-tracking systems directly on the buses.

Coordinated development of a mobile app for employees to track bus location, estimated arrival times, and service updates.

Oversaw vendor coordination, system integration, and end-to-end project delivery within scope, time, and budget.

Reported KPIs and project progress to SEAT and Grupo Julià senior management, ensuring stakeholder alignment.

ANV

IT Project Manager

February 2015 - September 2016 (1 year 8 months)

Barcelona, Catalonia, Spain

Established the Project Management Office (PMO) within the IT department, introducing project governance and standardized practices.

Defined methodologies and processes to coordinate Infrastructure, Development, and Document Management initiatives.

Implemented portfolio tracking and reporting tools to improve visibility of project progress and resource allocation.

Soler & Palau Ventilation Group

Project Manager - Senior Business Analyst

January 2012 - January 2015 (3 years 1 month)

Parets del Vallès, Catalonia, Spain

Delivered multiple IT projects focused on business process automation using Aura Portal BPM, including requirements gathering, workflow design, and implementation.

Actively contributed to the analysis and deployment of Microsoft Dynamics ERP, supporting the coordination of multiple vendors and internal stakeholders to ensure successful integration.

Centro Medico Teknon

Business Analyst

June 2006 - January 2011 (4 years 8 months)

Barcelona, Catalonia, Spain

Gathered business requirements and redesigned processes when needed, handing over specifications to the development team for implementation.

Led key healthcare IT projects, including the Clinical Case Management System and the digital Nursing Admission Procedure, along with numerous smaller initiatives.

Closely collaborated with the IT Director on strategic projects, such as the reengineering of Accounting and Billing processes and the Oncology Institute (Teknon) workflows.

Ensured solutions met compliance and maintained the highest quality standards required to retain Joint Commission (JCI/JCAHO) accreditation.

Focused on improving efficiency in clinical and administrative operations while maintaining patient safety and regulatory compliance.

Education

Universidad Isabel I

Master AI, Artificial Intelligence · (September 2025 - March 2026)

UNIR - La Universidad en Internet

Master's degree 4.0 Industry, Electrical, Electronic and Communications
Engineering Technology/Technician · (January 2020 - April 2022)

PMI

PMP, Project Management · (2015 - 2015)

Scrum Alliance

Scrum Master, Information Technology Project Management · (2014 - 2014)

La Salle BCN

Master, Project Management · (2011 - 2012)