

Barbara Serrano

Executive Leader | Strategy, Responsible AI & Innovation in Human Experience

Executive leader with 25 years of experience integrating strategy, Responsible AI, operational excellence and human experience design to strengthen products, teams and business performance. Brings deep expertise in learning, UX and organizational culture, together with solid financial insight, helping companies align strategy, product and governance while creating environments where people and ideas can grow with clarity and purpose.



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WORK EXPERIENCE

COO & CMO

Leeters

10/2025 - Present

Madrid, Spain

Responsible-AI HR platform for high-precision and transparent recruitment.

- **Developed** a privacy-respecting demo and testing framework, including synthetic datasets and a structured separation of environments to reinforce reliability and compliance.
- **Completed** the company rebranding, including the new visual identity, brandbook and redesigned website.
- Coordinate cross-functional work between product, tech, recruitment and leadership, acting as the operational bridge to the development team.
- Lead **UX strategy**, user-journey enhancements and **Responsible AI governance** with legal and product teams, aligning platform workflows with recruiter needs and compliance standards.
- Lead the integration of **core digital tools** (Trello, Teams, Pipedrive, AI platforms) to unify workflows, improve collaboration and strengthen operational maturity.
- Lead the **marketing function and strategic plan**, overseeing agencies, PR, SEO, social media, events and digital channels to ensure coherent brand positioning and market presence.
- Oversee **marketing budgets** and contribute to **operational P&L, valuation** and **cap table** discussions as part of investor-facing **strategic decision-making**.

CQO & Co-founder

Turing Dream

10/2023 - 10/2025

Madrid, Spain

Europe's first **second-level agentic AI platform**, designed to personalize learning.

- Led the company from concept to market, securing 6.2M€ in seed funding and positioning it among the **most-funded Spanish startups of 2025's first semester**.
- Directed global **strategy, marketing and communication, product development, UX/UI strategy, governance** and **investor relations**.
- Defined the conceptual framework and **human experience model** for the agentic AI platform, ensuring its integration into **product, brand** and **learning**.
- Served as the strategic link between **technical, academic** and **business teams**, ensuring alignment across development and market execution.
- Built a **cross-functional organization** from zero, establishing its culture, processes and partnerships.
- Delivered the platform to market and led its **initial growth and validation phase**
- Managed **budgeting processes** and supported **financial** and **valuation decisions** with **investors** and leadership.



SKILLS

Strategic Leadership

Responsible AI & Governance

Operational Excellence & Leadership

Marketing, Brand & Growth Strategy

Cross-Functional Leadership

Innovation & Transformation

Human Experience Design

Financial Strategy & P&L Ownership



LANGUAGES

Spanish

Native or Bilingual Proficiency

English

Full Professional Proficiency

French

Full Professional Proficiency



INTERESTS

AI & Responsible AI

Innovation & Emerging Technologies

Human Behavior & Learning

Wellbeing & Movement Practices (Certified Yoga Instructor)

Navigation & Maritime Leadership (PER Licence)



WORK EXPERIENCE

CEO & Founder

Dragon American School (DAS)

2012 - 2024

Madrid, Spain

Spain's first **accredited democratic American school**, offering a rigorous international curriculum focused on innovation, self-direction, and leadership.

- Built the institution from the ground up to full **NEASC, Cambridge, and Comunidad de Madrid accreditation**; currently a fully operational and profitable school.
- Achieved **95%+ university and career placement** among graduating students.
- Created and registered **two proprietary learning methodologies**, combining neuroscience, psychology, and experiential learning.
- Designed the **architectural, academic, and operational model** of the campus, leading multidisciplinary teams across teaching, administration, and communications.
- Implemented one of Spain's first **AI-supported LMS systems** (2019) to optimize learning and assessment.
- Maintained long-term financial sustainability and positioned the school as a **benchmark for innovation and well-being in education**.
- Managed the **full P&L, budgets and financial planning** of the school, overseeing **cash flow**, operational costs and **long-term investment decisions**.

Director & Founder

LaLibelula School

2008 - 2015

Madrid, Spain

Founded one of Spain's first **Pikler-inspired early childhood schools**, recognized for its pioneering approach to respectful education and emotional development.

- Designed the pedagogical model, operational structure, and space architecture.
- Achieved **full occupancy and profitability within the first year**, with strong community and parent engagement.
- Became a **national reference in early childhood innovation**, inspiring similar projects across Spain.
- Managed the **full P&L, budgets and financial planning** of the school, overseeing **cash flow**, operational costs and investment decisions, and successfully delivering a **profitable exit** upon selling the business.
- **Successfully exited** in 2015.

Earlier Experience

Education, Program Leadership & International Development

1992 - 2008

Madrid, Paris, Brussels, Berlin, Tenerife

- **International Sales & Business Development**, LVMH / **Guerlain** (Madrid, Brussels, Paris)
- **Social Programs Director**, Liga de la Educación (Madrid)
- **Gender Equality Program Officer**, European Union (Tenerife, Berlin)
- **Youth Justice Coordinator**, Comunidad de Madrid (Juvenile Centers)
- **Board Member, Program Designer & Educator**, AIPC Pandora (Madrid)
- **Teacher & Tutor**, Saint Louis Des Français School (Madrid)



EDUCATION

AI Strategy & Leadership Executive Program

MIT

2025 - Present

Online

Senior Management Program (SMP)

IE Business School

2025

Madrid, Spain

AI + MBA Program

The Power Business School

2025

Madrid, Spain

Leadership & Communication Program

Cardenal Cisneros Business School

2024

Madrid, Spain

Expert in Contextual Therapy

MICPSY (Madrid Institute of Contextual Psychology)

2020

Madrid, Spain

Degree Studies in Educational Psychology

Universidad Villanueva (UCM)

2008

Madrid, Spain

Bachelor's Degree in Education

Universidad Don Bosco (UCM)

1999

Madrid, Spain