

Artificial Intelligence needs guidance

Künstliche Intelligenz benötigt Führung

Andrea Aleman, PM Weltkongress Berlin, 19.09.2025

Agenda

- Introduction
- EU AI Act
- AI in Project Management
- Conclusion
- Questions & Answers

Andrea Aleman – Professional Background



- 30+ years in the IT industry across diverse sectors, roles and responsibilities
- Core expertise in change management and organizational transformation
- Senior Project Manager, IPMA Level B
- Extensive experience leading large-scale transformation programs
- Passionate speaker who genuinely enjoys sharing insights and experiences with fellow professionals

Since 2023: Navigating the AI (R)evolution - Leadership for Tomorrow's Digital Landscape

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“The EU AI Act (AIA) will fundamentally transform the compliance landscape and introduce legally binding requirements applicable to the entire AI value chain.”

EU AI Act (AIA) - Key Regulatory Concepts as Overview

AI Systems (AIS):

General obligations for both providers and deployers (primarily to ensure transparency)

General Purpose AI Models (GPAIM) (e.g. GPT, Llama):

GPAIMs are subject to less extensive regulation than AI systems and are regulated as separate entities

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Deployer (“Betreiber”) of AIS

Provider (“Anbieter”) of AIS and GPAIM

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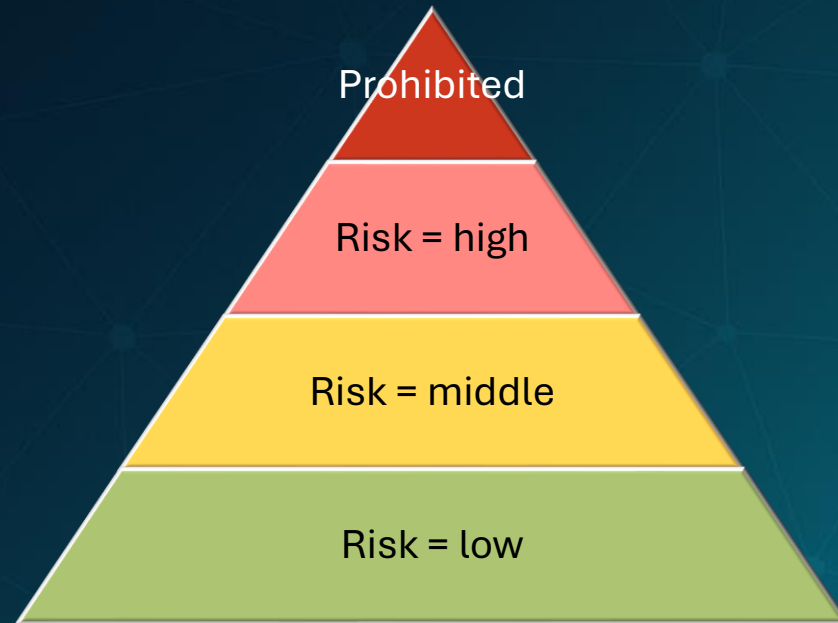
EU AI Act (AIA) - Key Regulatory Concepts as Overview



- The AIA is directly applicable EU law (Regulation)
- The AIA applies in addition to existing legislation and does not restrict it in any way (e.g., GDPR)
- Certain AI applications are prohibited

Certain AI applications are classified as "high-risk AI systems" (HRAIS) → Compliance with specific standards such as quality and risk management, documentation, and a declaration of conformity

Risk Pyramid - Exemplary use cases for risk classification from minimal to high for AIS. Note: AI systems must be classified according to their risk level by 2025



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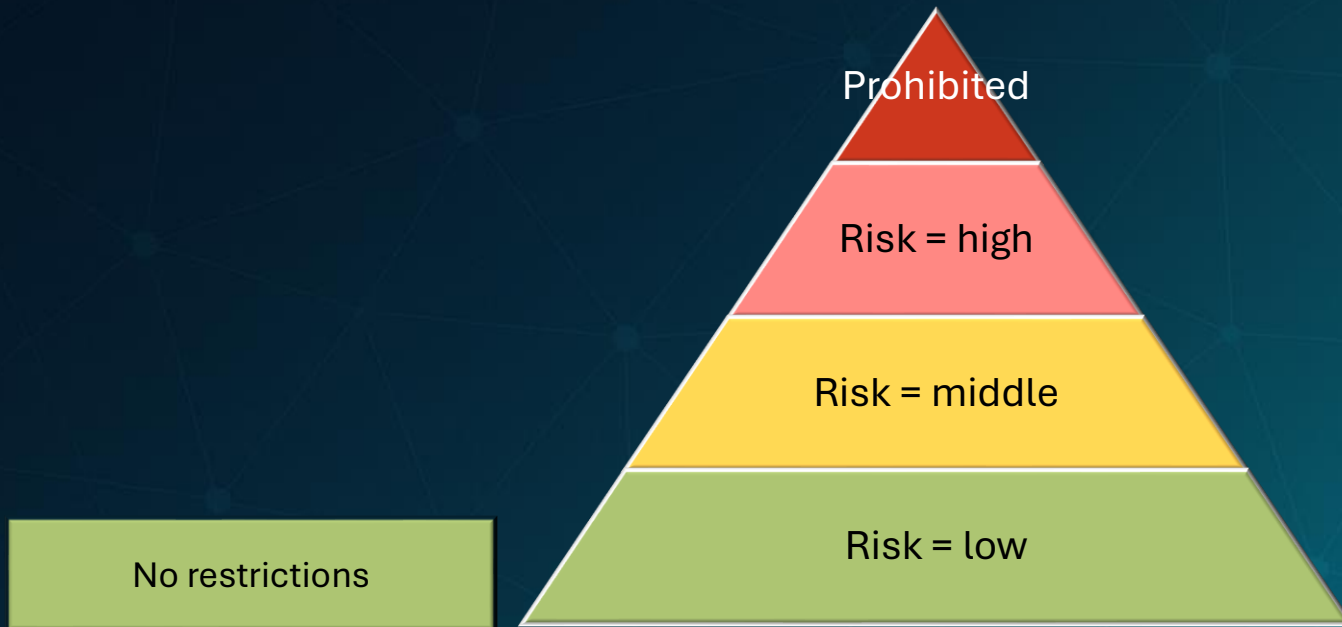


Short description



Examples

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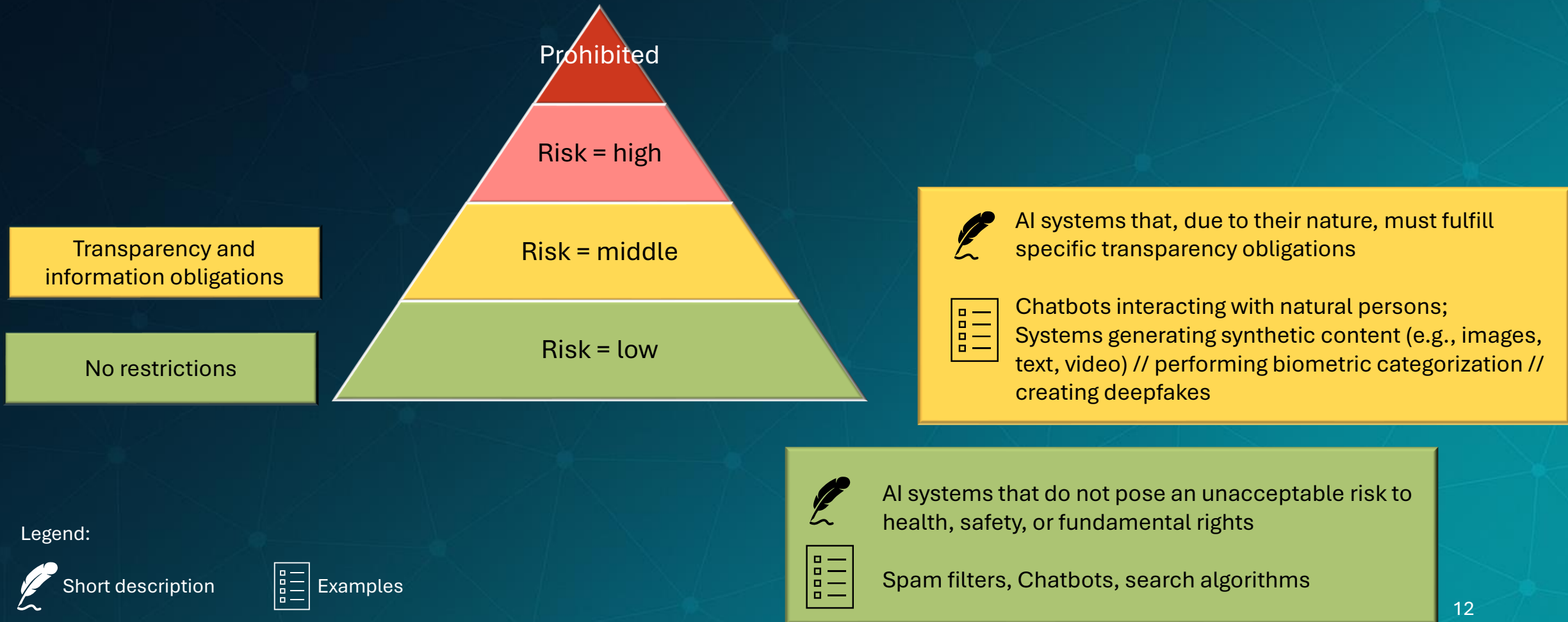


AI systems that do not pose an unacceptable risk to health, safety, or fundamental rights

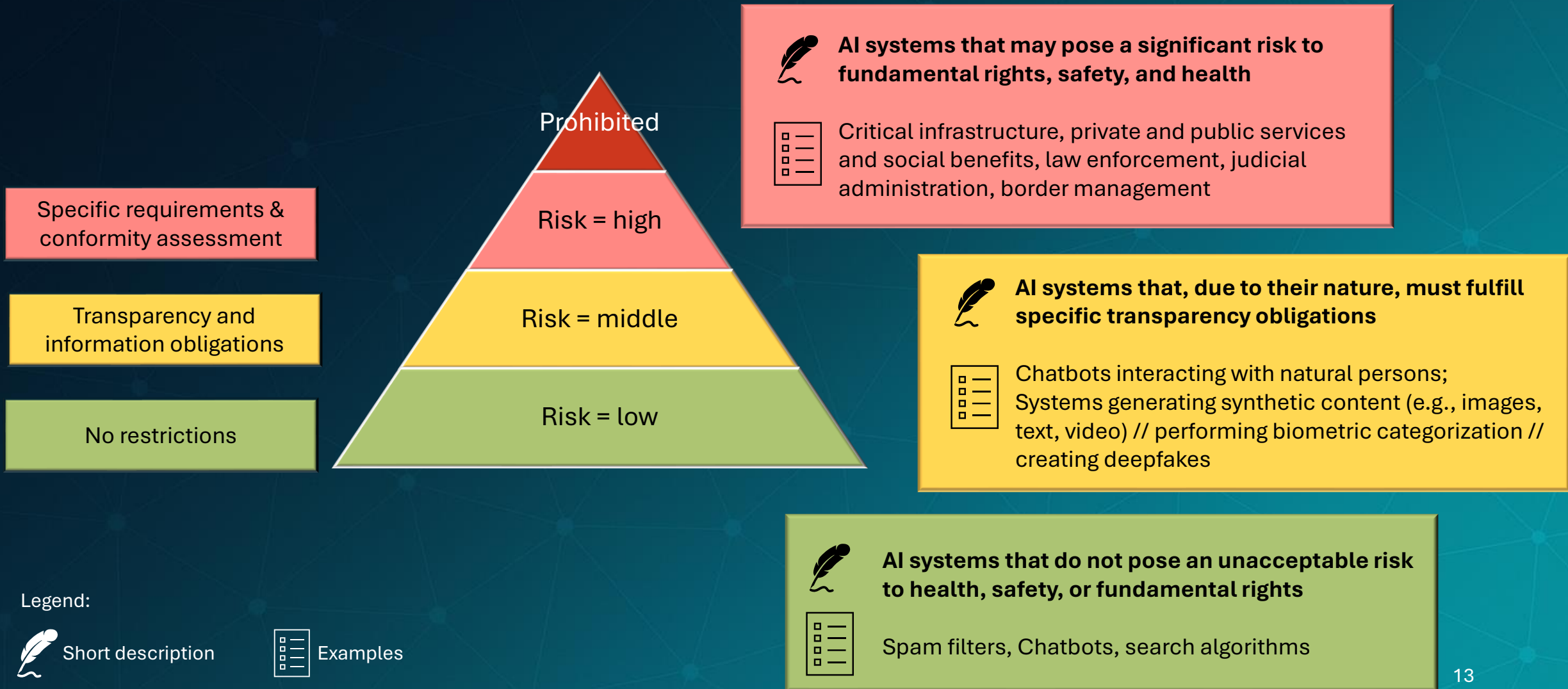


Spam filters, Chatbots, search algorithms

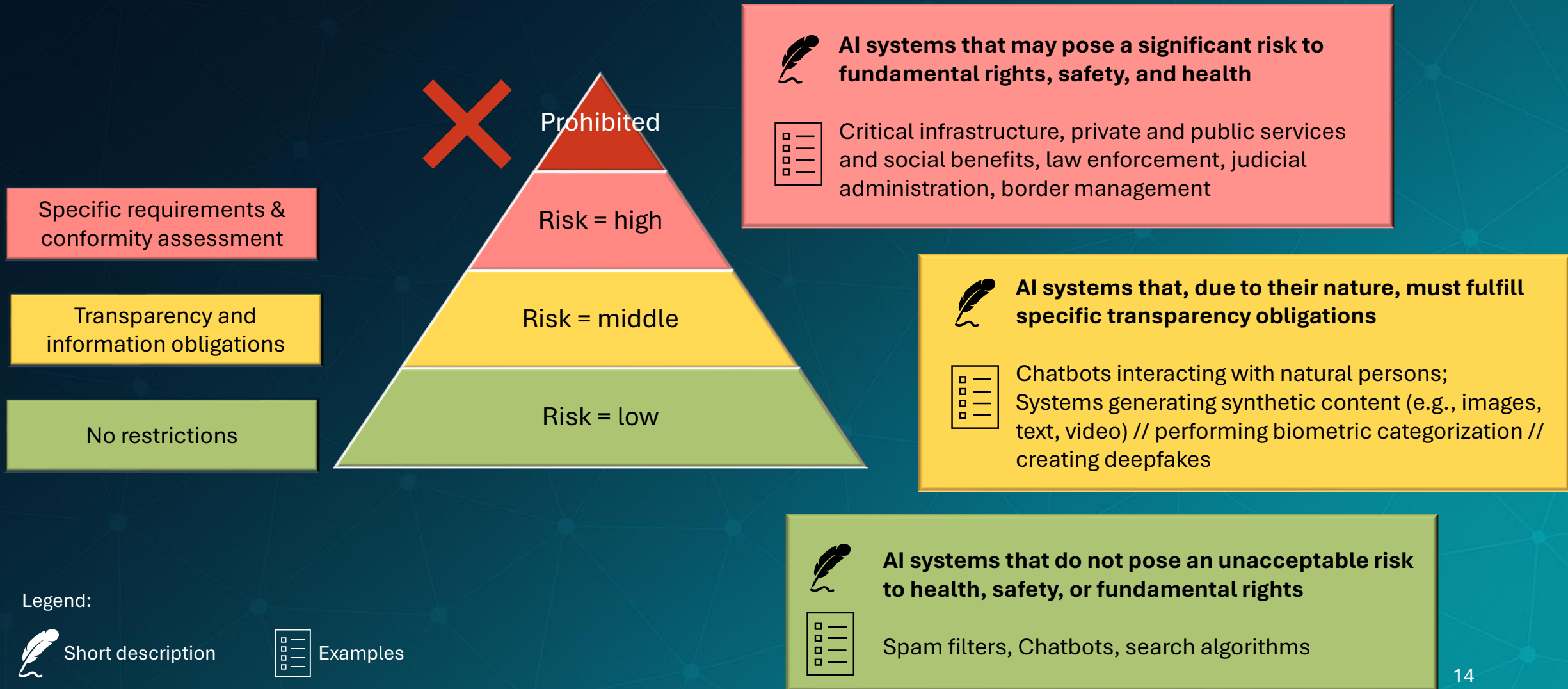
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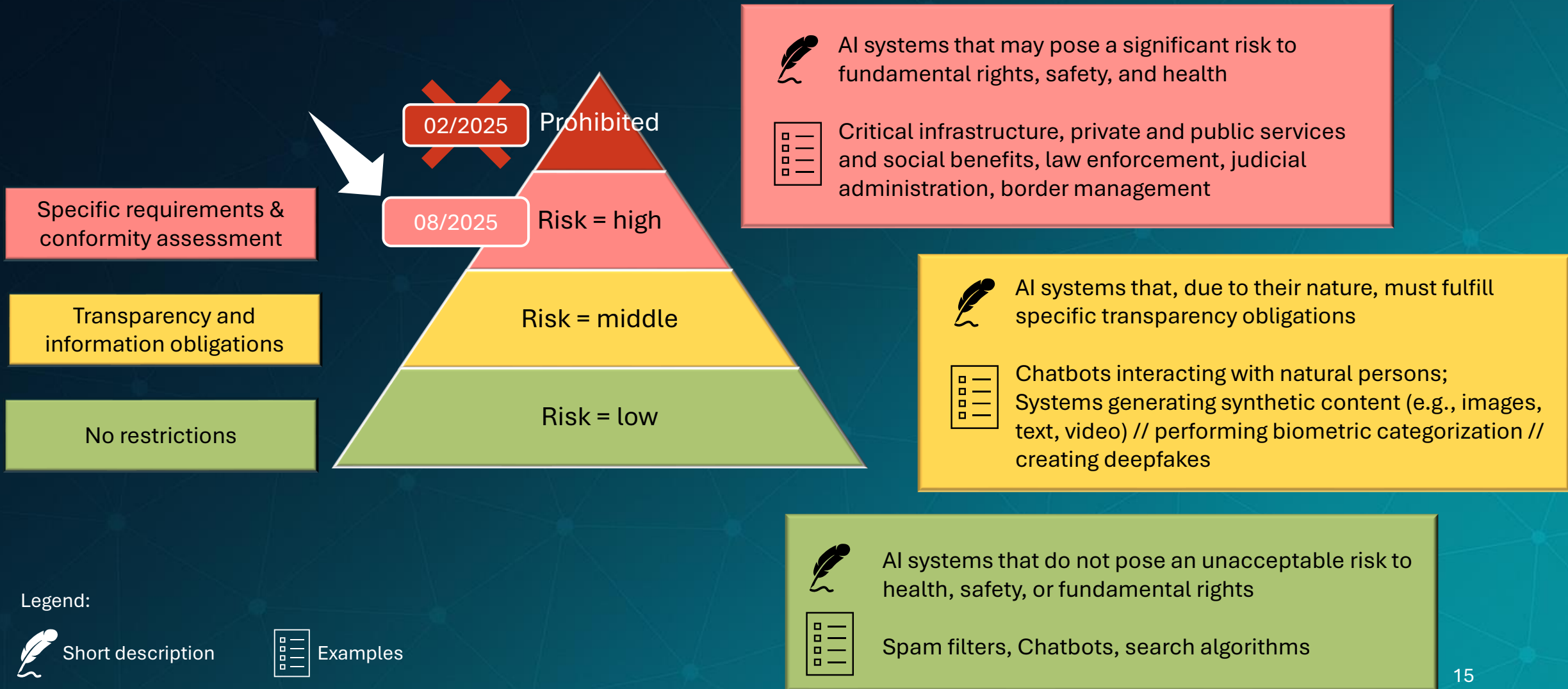
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Responsible AI and EU AI Act

What is „Responsible AI“? (RAI)

- **Core guiding principle** within AIA
 - **Goal:** Ensure that AI systems are designed, developed, and deployed in line with **ethical standards, legal requirements, and societal expectations**
 - AIA = world's **first comprehensive legislation** to introduce binding regulations for the entire AI lifecycle
- **Responsible AI becomes a legal standard**

RAI provides values and principles

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How is EU AI Act linked to „Responsible AI“?

Responsible AI Principle	Implementation in AIA
Fairness & Bias Prevention	Requirements for data quality, bias analyses, and documentation obligations
Safety & Safety-by-Design	Mandatory risk management, quality management system, and monitoring
Transparency	Clear user information, traceability, technical documentation, and labeling obligations
Accountability	Defined roles & responsibilities (e.g., Compliance Officer), reporting, auditing, and notification duties
Data Protection & Fundamental Rights	Assessment of fundamental rights compliance, data protection impact assessments
Human Oversight	Design for human control and intervention (central requirement for high-risk systems)

AIA makes key RAS principles legally mandatory, base on the system's risk level

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AI in project management – Let's start with an example



Insurance Company

AI in project management – Let's start with an example



Insurance Company



Call center, Customer Service

Legend:
Risk =



low middle high

AI in project management – Let's start with an example



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Call center, Customer Service

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low



middle

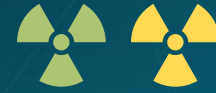


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Legend:
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Claims Processing



Insurance Company



Call center, Customer Service

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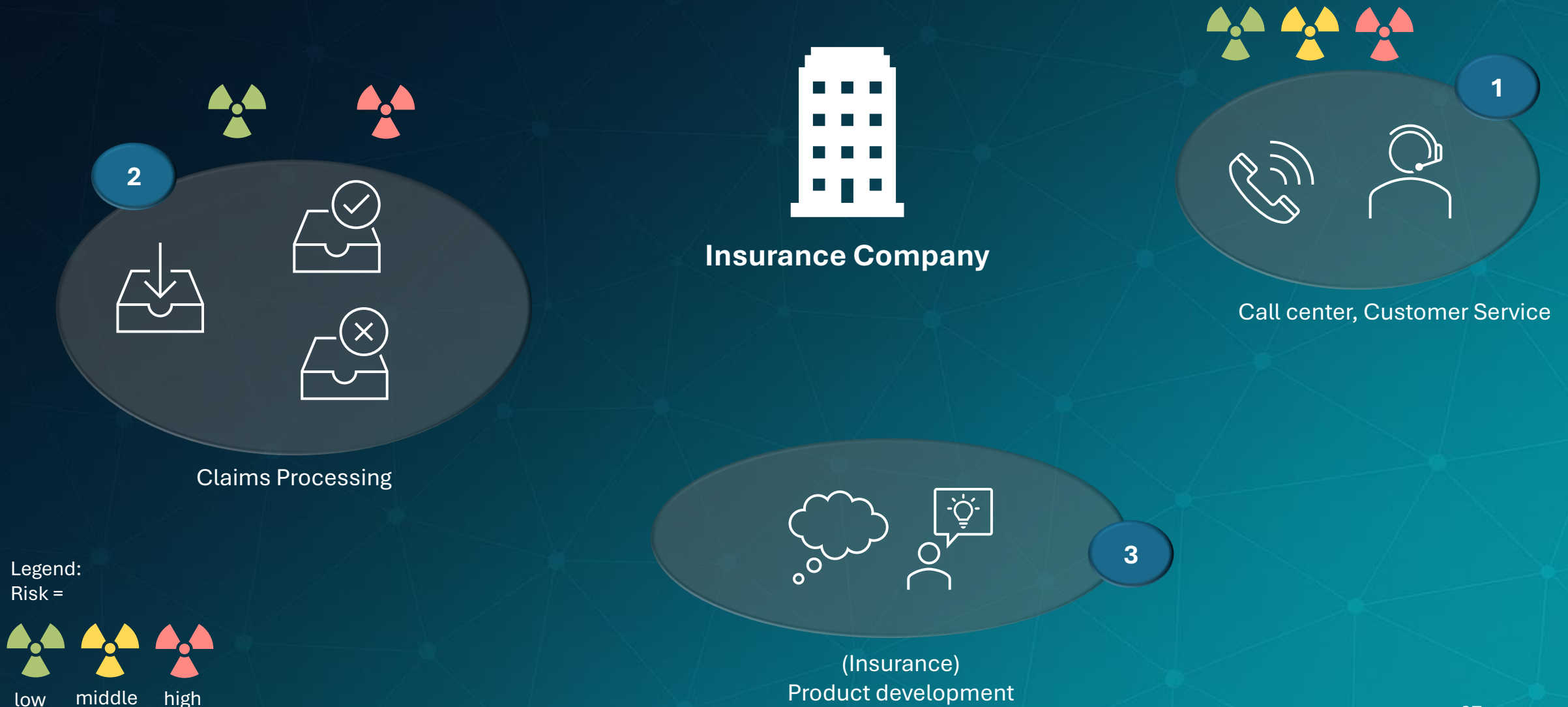
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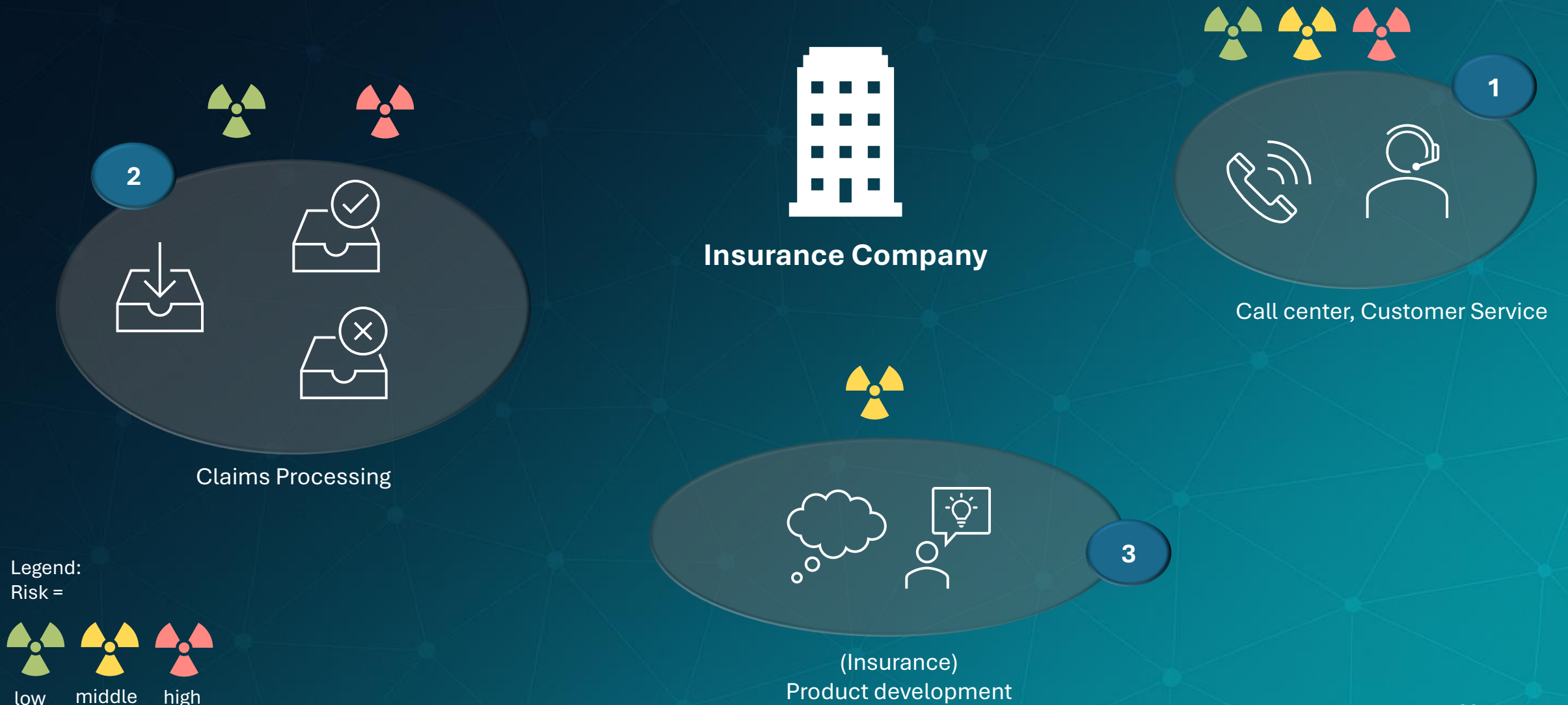
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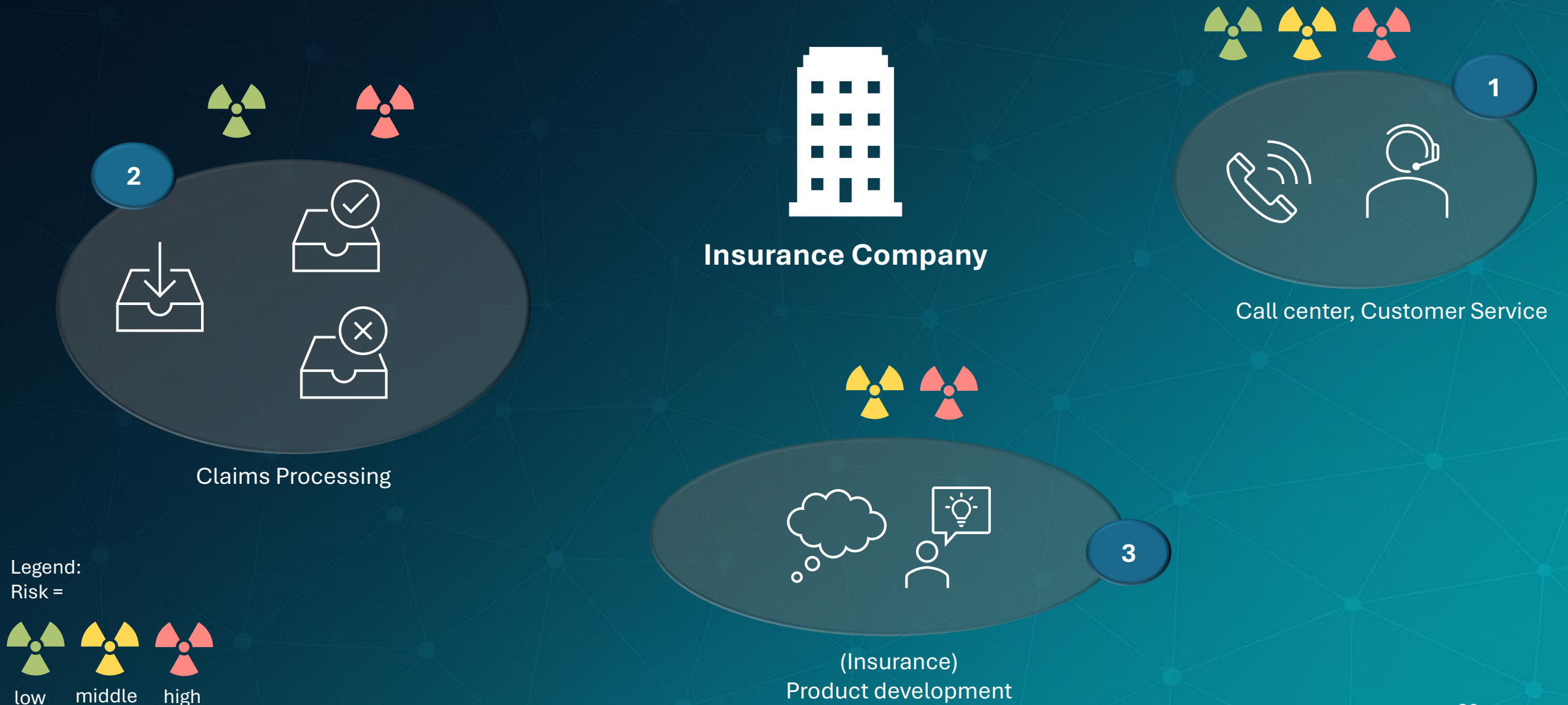
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AI in project management - Our daily business



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PRO

- Automation of repetitive tasks
- Powerful analytics and forecasting
- Resource optimization
- Enhanced collaboration
- Continuous improvement
- Scalability
- Higher productivity and accuracy



AI in project management - Our daily business

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CON

- Lacks the human touch
- Data dependency
- Limited creativity
- Learning curve and adoption hurdles
- Ethical and regulatory risks
- High implementation costs
- Risk of over-reliance

Conclusion – There's always a BUT

PRO



CON

- **Use AI for routine, repetitive administrative tasks**

BUT keep humans deeply involved in team management and morale

Conclusion – There's always a BUT

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BUT always validate with human oversight and contextual knowledge

Conclusion – There's always a BUT

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Balance AI automation with ongoing human development, training, and leadership roles



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Human intuition, leadership, and creativity are irreplaceable in navigating complexity and driving innovation

