

Roberto Aguirre Guardia

Applied AI Product Leader · Builds and Ships Agentic Workflows in Claude Code · Owner of AI Products in Production · Cross Functional Delivery · 15+ Years · MBA

Bogotá, Colombia · fully remote · aguirrerjg@gmail.com · +57 317 675 0419 · linkedin.com/in/roberto-javier-aguirre-guardia

SUMMARY

I don't direct AI from a distance: I **build it**. I live in **Claude Code** every day and **ship agentic workflows against real data in weeks, not quarters**. As **Head of AI** I built and operate **Agent Squad AI**, a cluster of autonomous agents running real work in production, using **LLMs, AI agents, prompt engineering, RAG, and embeddings** integrated with live systems and data via **APIs**. I own AI products end to end: from prototype to secure production, and I bring the other half most builders lack, **15+ years** of enterprise delivery making things stick inside real organizations. I lead **cross functional** work with engineering, data, and business teams, own **measurable outcomes** over usage metrics, and treat **rollout, documentation, and enablement** as part of the product, not a chore to hand off. Systems Engineer with an **MBA**. Native Spanish; advanced English at a professional and negotiation level.

EXPERIENCE

Head of AI · Applied AI · **DigitalHubAssist LLC**

Oct 2024 · Present

Remote · GenAI Platform / SaaS

- ▶ **Hands on product creation:** I move concepts into working software fast, **prototyping and shipping in weeks**. I built **Agent Squad AI** myself (multiagent orchestration in production) and lead **MedicalHubAssist** (conversational assistants, voice transcription, clinical automation). Under my leadership the company reached **Registered Partner status in Anthropic's partner program**.
- ▶ **Technical authority and build strategy:** I own the technical approach and make the **build versus buy** calls on **LLMs, agents, RAG, embeddings, and prompt engineering**, connected to systems and data via **APIs**, deciding what we build in house and what we source, and holding the line on what is production ready.
- ▶ **Outcome ownership and discovery:** I define and monitor **performance metrics and feedback loops**, validate assumptions before committing to build, and iterate from real usage. I operate with **governance and traceability** for reliable results. MedicalHubAssist was recognized by **Revista DINERO** for its high value in Colombia and LATAM.

Consulting Manager · Digital Transformation · **NTT DATA Colombia**

Apr 2021 · Oct 2024

Bogotá, Colombia · Banking (Grupo AVAL) · Utilities

- ▶ **Making it stick inside a real organization:** I led the office's largest account (up to **30 people**, parallel workstreams), taking digital products from need to production with disciplined rollout. Highlight: a **digital credit origination hub with scoring** for a bank, delivered in phases to produce early wins and shipped to production.
- ▶ **Applied AI, stakeholders, and outcomes:** I implemented **artificial intelligence in the account's software factory** to speed up delivery. I escalated dependencies to the presidency early rather than reporting them once they blocked, and restored the viability of the **Promigas** project, recognized at the corporate level. Lowest staff turnover of the entire account.

Project Manager · Digital Transformation · **VASS (2018-21) · GlobalHitss (2015-18) · Tecnocom (2012-15)**

2012 · 2021

Bogotá, Colombia · Pensions · Healthcare · Public Sector · Marketing

- ▶ Modernization of **Porvenir's** digital channels (millions of users) → **LATAMDIGITAL 2019** award; e-commerce and landing products (**Colsanitas, Cardif**) with improved conversion; digitalization of **Colombia's Judicial Branch** under Agile and PMBOK/PMI frameworks.

EDUCATION & TEACHING

MBA · **Tecnológico de Monterrey** · Systems Engineering, U. de Lima (Top Third) · Founding

2004 · 1999

Professor, Innovation Chair, U. Sergio Arboleda

CORE COMPETENCIES

Applied AI Product · Agentic Workflows	Build in Claude Code · Prototype to Production	
Product Discovery · Roadmap Ownership	LLMs · AI Agents · RAG · Prompt Engineering	
Data & SQL · APIs · System Integration	Measurable Client Outcomes · KPIs	Rollout · Enablement · Documentation
Build versus Buy · Technical Tradeoffs	Cross Functional · Executive Communication	
MBA · Systems Engineering · Advanced English		