

Roberto Aguirre Guardia

AI Automation Builder · Shipping Automations People Actually Use · Claude & OpenAI APIs, Agents & Prompt Libraries · Spot It, Build It, Measure It, Improve It · Anthropic Registered Partner · 15+ Years · MBA
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SUMMARY

Builder first. I ship **automations people actually use**. I map how work flows, spot every place a person is doing something a system should, and go build it: **spot it, build it, measure it, improve it**. I wire AI into real workflows (**drafting, enrichment, research, classification, decision support**) using **Claude and OpenAI APIs, agents, and prompt libraries**, always with a **human in the loop** before anything sends. I **think in systems**, hold a whole workflow in my head, and know **when AI is the wrong tool**. As Head of AI and founder I have shipped **agentic automations in production** (Agent Squad AI) and built the exact kind of systems this role asks for, including an **AI outreach pipeline** that turns a raw company list into a ranked, ready to contact target list and drafts personalized outreach for human approval. Under my leadership the company reached **Registered Partner status in Anthropic's partner program**. I move fast and self direct. Systems Engineer with an **MBA**. Advanced professional English, native Spanish.

EXPERIENCE

Head of AI & Founder · AI Automation Builder · DigitalHubAssist LLC Oct 2024 · Present
Remote · GenAI / SaaS Platform

- ▶ **Ship automations people use:** I build and ship **agentic automations** (Agent Squad AI) with **Claude and OpenAI APIs, agents, and prompt libraries**, owning the whole loop: **spot it, build it, measure it, improve it**. Under my leadership the company reached **Registered Partner status in Anthropic's partner program**.
- ▶ **Exactly this kind of system:** I built an **AI outreach and lead pipeline** that turns a raw list into a **ranked, ready to contact target list**, drafts **personalized outreach at scale with human approval**, and scores and surfaces the strongest candidates **with the reasoning behind each call**.
- ▶ **Wire AI into workflows:** drafting, enrichment, research, classification, and **decision support**, with **human review**, traceability, and measurement of impact.

Consulting Manager · Workflow Automation · NTT DATA Colombia Apr 2021 · Oct 2024
Bogotá, Colombia · Banking (Grupo AVAL) · Utilities

- ▶ **Spot inefficiencies, build systems:** I mapped how work actually flowed on the office's **largest account** (up to **30 people**) and introduced **applied AI in the software factory** to automate manual, repetitive steps and speed up delivery.
- ▶ Delivered a bank's **credit origination hub** in production, removing blockers and escalating dependencies to the presidency early, and recovered the viability of the **Promigas** program (corporate recognition).

Project Manager · Digital Automation · VASS (2018-21) · GlobalHitss (2015-18) · Tecnom 2012 · 2021
(2012-15)
Bogotá, Colombia · Pensions · Health · Public Sector

- ▶ Automated and digitized workflows: modernized **Porvenir's** digital channels and self service (millions of users) → **LATAMDIGITAL 2019** award; delivered **e-commerce** (Colsanitas); digitalized **Colombia's Judicial Branch**.

EDUCATION

MBA · Tecnológico de Monterrey · Systems Engineering, U. de Lima (Top Third) 2004 · 1999

CORE COMPETENCIES

AI Automation · Shipping Systems That Get Used

Claude & OpenAI APIs · Agents · Prompt Libraries

Workflow Mapping · Systems Thinking

Spot It · Build It · Measure It · Improve It

AI Outreach · Lead Enrichment · Ranked Target Lists

Drafting · Enrichment · Research · Classification · Decision Support

Human in the Loop · Human Approval

Know When AI is the Wrong Tool

Fast, Self Directed · Low Bureaucracy

Anthropic Registered Partner · MBA · Advanced English