

Roberto Aguirre Guardia

AI First Product Owner · Startup Builder (0 → 1) · Backlog, MVPs & Experimentation · Embeds AI into Product & Workflow · Data Informed · Stakeholder Connector

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PROFILE

Hands on, **AI first Product Owner** who builds from zero in startup mode: I own and prioritize the backlog, turn **ambiguous problems** into clear user stories and acceptance criteria, and ship **AI enabled MVPs** through fast experiments and iteration. I embed **AI, automation and intelligence** into both the product and my own daily workflow (research, analysis, documentation), and I use **AI native tools** every day. Data informed on prioritization and success metrics, comfortable in ambiguity, and a natural **connector** across engineering, operations, leadership and partners. Systems Engineer with an **MBA**. Advanced conversational English.

EXPERIENCE

AI First Product Owner & Head of AI · DigitalHubAssist LLC Oct 2024 · Present
Remote · AI Native Startup (0 → 1)

- ▶ **Own and prioritize the backlog** of an AI product built from zero: translate ambiguous problems into user stories and acceptance criteria, and lead sprint planning, reviews and retrospectives for rapid learning.
- ▶ **Embed AI, automation and intelligence** into product features and workflows; define use cases, experiments and **AI enabled MVPs** with engineering and test hypotheses quickly with prototypes and data.
- ▶ Define **success metrics** and track performance for AI driven features with traceability and evals (Langfuse); refine solutions from feedback and measured impact.
- ▶ Apply **AI first approaches** to my own daily work (research, analysis, documentation, decisions) and stay current on emerging AI tools and patterns. Under my leadership, DigitalHubAssist reached **Registered Partner status in Anthropic's partner program**; our AI product MedicalHubAssist recognized by **Revista DINERO**.

Consulting Manager · Product & Delivery · NTT DATA Colombia Apr 2021 · Oct 2024
Bogotá, Colombia · Stakeholders & Outcomes

- ▶ Turned **ambiguous business problems** into prioritized, executable delivery on the office's largest account, maximizing business value with Agile teams.
- ▶ **Key connector** across business, IT and leadership up to **C level**; teams of up to 30 people with the **lowest attrition**, using data and outcomes to steer decisions.

Project Manager · Digital Products · VASS · GlobalHitss 2015 · 2021
Bogotá, Colombia · Digital Experience & E-commerce

- ▶ Shaped digital products and **user experience** with design and engineering teams (Porvenir → **LATAMDIGITAL 2019**; Colsanitas e-commerce), delivering in incremental, measured releases.

EDUCATION

MBA · Tecnológico de Monterrey Mexico · 2004

Systems Engineering · Universidad de Lima Peru · 1999 · Top Tercile

SKILLS

Product Backlog & Prioritization

AI First Product Thinking

AI Enabled MVPs & Experiments

User Stories & Acceptance Criteria

Rapid Iteration · Sprints · Retros

Success Metrics & Data

AI Assisted Discovery Tools

Startup 0 → 1 · Day One Mindset

Stakeholder Connector

AI Native Tools (Claude · LLMs)

MBA · Systems Engineering

Spanish native · English advanced