

Roberto Aguirre Guardia

AI Product Leader · Owner of AI Products in Production (GenAI, LLMs, Agents, RAG) · Responsible AI · 15+ Years of Enterprise Delivery · MBA

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SUMMARY

I don't manage AI products from a slide: I **build and operate** them. As **Head of AI**, I own the vision, roadmap, and operation of a **generative AI** platform with **LLMs, autonomous agents, prompt engineering, RAG, and semantic search over knowledge bases**, solving real business problems and measuring their value. I translate strategic objectives into **initiatives prioritized by business value, technical feasibility, and ROI**, define **KPIs and adoption**, and operate with **Responsible AI, data governance, and AI governance** throughout the product lifecycle. I bring **15+ years** of Agile enterprise delivery with multidisciplinary teams and senior executive stakeholders across banking, healthcare, and government, with a solid conceptual grounding in **machine learning** fundamentals. Systems Engineer with an **MBA**. Native Spanish; advanced English at a professional and negotiation level.

EXPERIENCE

Head of AI · AI Strategy & Roadmap · DigitalHubAssist LLC Oct 2024 · Present
Remote · GenAI Platform / Enterprise SaaS

- ▶ **AI product vision and roadmap:** I define and sustain the vision, strategy, and roadmap of a GenAI platform, prioritizing initiatives by **business value, technical feasibility, and ROI**. Under my leadership the company reached **Registered Partner status in Anthropic's partner program**.
- ▶ **GenAI, agents, RAG, and enterprise knowledge:** I lead **Agent Squad AI** (multiagent orchestration) and **MedicalHubAssist** (conversational assistants, voice transcription, clinical automation), using **LLMs, prompt engineering, RAG, embeddings, and semantic search** over knowledge bases, function calling, and system integration via APIs.
- ▶ **KPIs, Responsible AI, and iterative improvement:** I define and monitor **product performance KPIs**, iterate through feedback and experimentation, and operate with **governance, traceability, and behavior control** for reliable outputs. MedicalHubAssist was recognized by **Revista DINERO** for its high value in Colombia and LATAM.

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

- ▶ **Enterprise product from need to production:** I led the office's largest account (up to **30 people**, parallel workstreams), translating business requirements into **scope, delivery plans, and acceptance criteria**. Highlight: a **digital credit origination hub with scoring** for a bank, delivered in phases and in production.
- ▶ **Applied AI and stakeholders:** I implemented **artificial intelligence in the account's software factory** to speed up delivery, plus digital credit scoring and risk (applied machine learning). I escalated dependencies to the presidency early and restored the viability of the **Promigas** project, recognized at the corporate level.

Project Manager · Digital Transformation · VASS (2018-21) · GlobalHitss (2015-18) · Tecnocom 2012 · 2021 (2012-15)
Bogotá, Colombia · Pensions · Healthcare · Public Sector

- ▶ Modernization of **Porvenir's** digital channels (millions of users) → **LATAMDIGITAL 2019** award; recognized **internationally by Liferay**; 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

AI Product Vision, Strategy & Roadmap	Product Requirements · User Stories · Acceptance Criteria
GenAI · LLMs · AI Agents · Prompt Engineering	RAG · Semantic Search · Enterprise Knowledge Bases
Responsible AI · AI Governance · Data Governance	KPIs · Product Performance · User Adoption
Agile Delivery · Multidisciplinary Teams	Stakeholder Management · Executive Communication
Business Value · Prioritization · Organizational Alignment	MBA · Systems Engineering · Advanced English