

Roberto Aguirre Guardia

Product Leadership · Agentic & Customer Experience Solutions in Production · Professional Services Consulting · Product Strategy, Roadmaps & PRDs · Stakeholder Management · 15+ Years · MBA

Bogotá, Colombia · remote (ET aligned) · aguirrerjg@gmail.com · +51 915 129 992 · linkedin.com/in/roberto-javier-aguirre-guardia

SUMMARY

Consultative product leader with **15+ years in professional services and consulting**, translating client vision into shipped digital products across banking, healthcare, and government in Latin America. Today, as Head of AI and founder, I own the product lifecycle of **agentic and customer experience solutions in production** (agents, LLMs, RAG, conversational assistants), from **strategy and roadmap to PRDs, measurement, and adoption**; under my leadership the company reached **Registered Partner status in Anthropic's partner program**. I turn **ambiguity and conflicting inputs into clarity**, build roadmaps with **executive buy in**, run **backlog, sprint planning, and roadmapping**, and define **measurement plans and KPIs** to prove value to end users. Comfortable in both **technical and business language**, I lead **multidisciplinary teams** and manage senior stakeholders. Systems Engineer with an **MBA**. Native Spanish, advanced professional English.

EXPERIENCE

Head of AI & Founder · Agentic & CX Product · DigitalHubAssist LLC Oct 2024 · Present
Remote · GenAI / SaaS Platform

- ▶ **Agentic and customer experience products:** I own the strategy, roadmap, and operation of **Agent Squad AI** (agentic multiagent orchestration) and **MedicalHubAssist** (conversational assistants, voice, service automation), using LLMs, RAG, and system integration via APIs. Under my leadership the company reached **Registered Partner status in Anthropic's partner program**.
- ▶ **Strategy to delivery:** I turn vision into **product plans, roadmaps, and PRDs** (client, business, UX, technical, and non functional requirements), prioritize releases by **business value**, and secure **executive buy in**. MedicalHubAssist was recognized by **Revista DINERO**.
- ▶ **Measurement and adoption:** I define **measurement plans and KPIs** (adoption, satisfaction, ROI) with analytics and observability, iterate through feedback and experimentation, and embed **responsible AI** (human review, traceability, data privacy).

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

- ▶ Led the office's **largest consulting account** (up to **30 people**, parallel workstreams) in a client facing role, translating business requirements into **scope, roadmaps, and acceptance criteria**, and managing senior stakeholders under executive governance and P&L on healthy indicators.
- ▶ Turned **ambiguity into clarity**: delivered a bank's **digital credit origination hub** in production, escalating dependencies to the presidency early, and recovered the viability of the **Promigas** program (corporate recognition), aligning areas that did not report to me.

Project Manager · Digital Products (Consumer Facing) · VASS (2018-21) · GlobalHitss (2015-18) · Tecnocom (2012-15) 2012 · 2021
Bogotá, Colombia · Pensions · Health · Public Sector

- ▶ Shipped consumer facing digital products: modernized **Porvenir's** digital channels (millions of users) → **LATAMDIGITAL 2019** award; delivered **e-commerce (Colsanitas)** and a digital landing (**Cardif**); digitalized **Colombia's Judicial Branch** under PMBOK/PMI, always as the client facing lead.

EDUCATION

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

CORE COMPETENCIES

Product Strategy · Vision · Roadmaps

PRDs · Requirements · Acceptance Criteria

Agentic Solutions · Customer Experience (CX)

GenAI · LLMs · Agents · RAG in Production

Backlog · Sprint Planning · Roadmapping

Measurement Plans · KPIs · Analytics · Adoption

Professional Services · Consulting · Client Engagements

Stakeholder Management · Executive Buy In

Ambiguity to Clarity · Multidisciplinary Teams

MBA · Systems Engineering · Advanced Professional English