

Roberto Aguirre Guardia

Senior Product & Delivery Consultant · Digital Products Shipped & Operated · AI Native / Agentic · Stakeholder & Roadmap Leadership · 12+ yrs Professional Services

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PROFILE

Senior product and delivery consultant with **12+ years in professional services** (consulting and agency style engagements), shipping and operating **digital products** for millions of users. I turn business vision into technical execution: I run **discovery and workshops**, shape requirements and **PRDs**, own **roadmaps and backlogs with executive buy in**, and drive **ROI through business and customer value**. I speak techie and non techie fluently, thrive in ambiguity, and today build **AI native, agentic products** first hand. Comfortable working on PT and ET hours.

EXPERIENCE

AI Operations & Engineering Leader · DigitalHubAssist LLC Oct 2024 · Present

Remote · GenAI / SaaS · AI Native Delivery

- ▶ Own product vision and delivery for **AI native, agentic products** (LLMs, multi agent orchestration, automation); ship and operate them in production.
- ▶ Define **requirements, roadmap and priorities**, set measurement plans, and iterate the product from usage data and research insight.
- ▶ Flagship product **MedicalHubAssist** recognized by **Revista DINERO** for its value in the Colombia and LATAM market.

Consulting Manager · NTT DATA (Professional Services) Apr 2021 · Oct 2024

Bogotá, Colombia · Financial Services

- ▶ Consultative leadership on the office's **largest account**: managed **executive (C level) stakeholders**, scope, roadmap and delivery with full **P&L**.
- ▶ Turned **ambiguity and conflicting requirements into clarity**; resolved conflicts and made consultative recommendations, not just took orders.

Project Manager · Digital Products · VASS Colombia Apr 2018 · Apr 2021

Bogotá, Colombia · Financial Services

- ▶ Shipped digital channels and **self service portals** for **Porvenir** (millions of users) → **LATAMDIGITAL 2019 award**; cloud migration; technical reference on the **Liferay DXP** content and experience platform.

Project Manager · Digital Transformation · GlobalHitss · Tecnomcom 2012 · 2018

Bogotá, Colombia

- ▶ Delivered **ecommerce** (Colsanitas) and enterprise digital products, and the digitalization of Colombia's Judicial Branch, leading **multidisciplinary teams** and translating business, UX and design needs into technical specifications.

EDUCATION

MBA · Tecnológico de Monterrey Mexico · 2004

B.Sc. Systems Engineering · Universidad de Lima Peru · 1999

SKILLS

Product Vision & Strategy

Requirements & PRDs

Roadmapping & Backlog

Sprint Planning (Agile / Scrum)

Stakeholder & Executive Management

Workshop Facilitation & Discovery

AI Native / Agentic Products

Business to Technical Translation

Analytics & Measurement Plans

ROI & Business Value

CMS / DXP (Liferay)

English (professional) · Spanish (native)