

Roberto Aguirre Guardia

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LATAM · Remote (PT / ET hours)

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APPLY (Apply Digital) · Hiring Team

Role: Senior Product Manager

Re: Senior Product Manager

APPLY describes itself as an AI native, agentic customer experience partner, and that is exactly the kind of product work I do today. I design, ship and operate agentic products built on LLMs and multi agent orchestration, so the shift you are betting on is not a trend I am watching from the outside, it is my daily craft. Pair that with 12+ years in professional services and I can turn CX vision into commercial reality while speaking the language of both engineers and executives.

My consulting track record is the core of what I bring. At NTT DATA I led the office's largest account with full P&L, managing C level stakeholders, roadmaps and delivery, and making consultative recommendations rather than taking orders. Across my career I have shipped and operated real digital products for millions of users, from self service portals and ecommerce to a GenAI platform, owning requirements and PRDs, resolving conflicting inputs, running discovery and workshops, and defining how we measure impact. Ambiguity is where I do my best work: I break complex, fast changing problems into logical, digestible steps and align teams around a clear plan.

Two honest notes so you can calibrate. My deepest domain experience is in financial services, healthcare and public sector rather than retail, sports or media, and my hands on CMS depth is Liferay DXP rather than Contentful. Neither is the hard part to learn; the product craft and the agentic AI fluency are, and those I already bring. I am LATAM based and fully comfortable on PT or ET hours. I would love to show you the products I have shipped and how they delivered value to end users.

Best regards,

Roberto Aguirre Guardia