

Roberto Aguirre Guardia

AI Product Solutions Manager · End to End Lifecycle of AI Solutions (Discovery to Adoption & Governance) · GenAI, LLMs & Agents in Production · Responsible AI · Professional Services · 15+ Years · MBA
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SUMMARY

Product and AI leader with **15+ years** taking AI and automation solutions **end to end**: discovery, business case, pilot, launch, adoption, governance, and measurement. Today, as Head of AI and founder, I own the **product lifecycle of GenAI solutions in production** (agents, LLMs, RAG), with **responsible AI, human review, traceability, and safe deployment** built in; under my leadership the company reached **Registered Partner status in Anthropic's partner program**. I come from **professional services consulting** (NTT DATA, Tier-1 GSI) in **matrixed** environments, with **executive stakeholder management, ROI business cases, and adoption metrics**. I translate complex AI into **practical business solutions** and lead AI literacy and change. Systems Engineer with an **MBA**. Native Spanish, advanced professional English.

EXPERIENCE

Head of AI & Founder · AI Product Lifecycle (Discovery to Governance) · Oct 2024 · Present

DigitalHubAssist LLC

Remote · GenAI / SaaS Platform

- ▶ **Product lifecycle end to end**: I own AI solutions from **discovery and business case** through **pilot, launch, adoption, and measurement**; I build and operate **Agent Squad AI** (multiagent orchestration in production) with LLMs, RAG, and **workflow automation**. Under my leadership the company reached **Registered Partner status in Anthropic's partner program**.
- ▶ **Responsible AI and governance**: I embed **responsible AI** into every initiative (governance, **human review, data privacy and confidentiality**, traceability with Langfuse, model limitations, safe deployment). I direct **MedicalHubAssist** (healthcare AI: voice transcription, workflow automation), recognized by **Revista DINERO** in Colombia and LATAM.
- ▶ **Requirements and adoption**: I define **business and product requirements, user stories, and prioritized backlogs**; I set KPIs of **adoption, satisfaction, and ROI**, and drive **AI literacy and adoption**.

Consulting Manager · Professional Services & Digital Transformation · NTT DATA Apr 2021 · Oct 2024
Colombia (Tier-1 GSI)

Bogotá, Colombia · Banking (Grupo AVAL) · Matrixed Environment

- ▶ Led the office's **largest account** (up to **30 people**) in a **matrixed organization**, coordinating IT, vendors, and areas outside my direct command, under **executive governance and P&L** on healthy indicators.
- ▶ Built the **business case** and delivered a bank's **digital credit origination hub**, prioritizing by **impact and feasibility** with early wins, and recovered the viability of the **Promigas** project (corporate recognition).

Project Manager · Digital Transformation (incl. Justice Sector) · VASS (2018-21) · GlobalHitss 2012 · 2021
(2015-18) · Tecnocom (2012-15)

Bogotá, Colombia · Pensions · Health · Public Sector

- ▶ Modernized **Porvenir's** digital channels (millions of users) → **LATAMDIGITAL 2019** award; digitalized **Colombia's Judicial Branch** (justice sector) under PMBOK/PMI; e-commerce and landing products (**Colsanitas, Cardif**).

EDUCATION

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

CORE COMPETENCIES

AI Product Management · End to End Lifecycle	Discovery · Business Case · Pilot · Launch · Adoption
Generative AI · LLMs · Agents · Workflow Automation	Responsible AI · Governance · Human Review · Traceability
Requirements · User Stories · Prioritized Backlogs	ROI Business Cases · Adoption & Performance Metrics
Cross Functional Leadership · Matrixed Organizations	Executive Stakeholder Management · Facilitation
Professional Services · Vendor Evaluation · Change Management & Adoption	
MBA · Systems Engineering · Advanced Professional English	