

Roberto Aguirre Guardia

Senior Technology & Delivery Leader — LATAM · Strategic Account & P&L · C-Level · Cloud/ISV · MBA
Bogotá, Colombia · aguirrerjg@gmail.com · +57 317 675 0419 · linkedin.com/in/roberto-javier-aguirre-guadia

PROFILE

Senior leader with 15+ years driving large-scale technology and digital-transformation programs across financial services, healthcare, utilities and government in Latin America. I have worked **both sides of the integrator-vendor relationship**: leading a global consultancy's largest strategic account with full P&L and C-level reviews, and today running a GenAI SaaS product as an ISV on public cloud. MBA, PMP, fluent English, cross-regional LATAM (Colombia, Peru, Mexico). I translate business strategy into measurable outcomes with executive stakeholders.

EXPERIENCE

AI Operations & Engineering Leader — DigitalHubAssist LLC Oct 2024 – Present
Remote · LATAM & US · HealthTech SaaS (ISV)

- ▶ Lead engineering, operations and automation of a GenAI SaaS product as an ISV on public cloud — the vendor side of the ecosystem firsthand.
- ▶ Translate platform capability into commercial value for enterprise buyers across LATAM.
- ▶ Own the full technical operation — cloud data/AI pipelines, MLOps, CI/CD and observability.
- ▶ Recognized by **Revista DINERO** for the platform's value proposition in the Colombia/LATAM market.

Consulting Manager — NTT DATA Colombia Apr 2021 – Oct 2024
Bogotá, Colombia

- ▶ Led the office's **largest strategic account — Grupo AVAL** (financial services), owning the client engagement and up to 30 people across simultaneous programs.
- ▶ Owned account **P&L and financial KPIs** — healthy margins, delivery cadence and C-level executive reviews.
- ▶ Achieved the **lowest attrition rate** of the entire account by building and enabling high-performing cross-functional teams.
- ▶ Turned around the at-risk **Promigas** program (utilities), restoring financial and operational viability — recognized at corporate level.

Project Manager — VASS Colombia Apr 2018 – Apr 2021
Bogotá, Colombia

- ▶ Led the digital-channel modernization of **Porvenir** (pension fund, millions of users) and its transactional migration to **Microsoft Azure** → **LATAMDIGITAL 2019 award**, coordinating high-performing cross-functional teams.

Project Manager — GlobalHitss Nov 2015 – Apr 2018
Bogotá, Colombia · Financial & Healthcare

- ▶ Delivered digital-transformation programs (Colsanitas e-commerce, Cardif), improving conversion and team throughput.

Digital Transformation Lead — Tecnocom Colombia Aug 2012 – Nov 2015
Bogotá, Colombia · Public Sector

- ▶ Directed digitalization for Colombia's **Judicial Branch** (PMP), coordinating requirements across multiple public institutions.

EDUCATION

MBA — Tecnológico de Monterrey Mexico · 2004

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

SKILLS

Strategic Account Management

P&L Ownership

Financial KPIs

C-Level Stakeholder Management

Cross-Regional LATAM

Cloud (Azure · Vercel · Cloudflare)

ISV / SaaS

PMP · Agile

English (fluent) · Spanish (native)