Roberto Aguirre Guardia

Entrepreneurial AI builder and operator · Builds products and ventures from zero · AI native, wears every hat (product, GTM, operations) · Validates markets, recruits and leads teams · Owns growth, adoption and outcomes · 15+ years

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SUMMARY

AI native builder and operator with 15+ years who builds products and ventures from zero. Built **DigitalHubAssist and its AI products from the ground up** (Agent Squad, MedicalHubAssist); under my leadership the firm reached **Registered Partner status in Anthropic's partner program**. Identifies opportunities, **validates customer problems through direct conversations**, defines **product vision, strategy and go to market**, and builds and launches fast with engineering, product and design. Comfortable with **ambiguity, creating structure where none exists**, and **wearing every hat across product, sales, marketing and operations**. Recruits and leads **high performing teams** (up to 50, lowest turnover of the account) and owns **growth, adoption and outcomes**. Highly analytical, data driven, bias to action. Advanced English (C1).

EXPERIENCE

AI, Innovation & Product Consultant · **DigitalHubAssist** — Oct 2024 · Present

Remote · Built the company and its AI products from zero · Own platform · Anthropic partner program

- **Built DigitalHubAssist and its AI products from the ground up** (Agent Squad, MedicalHubAssist): identified the opportunity, defined **product vision and go to market**, built and launched with AI, and wears **every hat across product, sales, marketing and operations**. Under my leadership the firm reached **Registered Partner status in Anthropic's partner program**.

Consulting / Delivery Manager · **NTT DATA** — Apr 2021 · Oct 2024

Enterprise account (Grupo AVAL) · Financial services

- **Built and led a new digital venture inside a bank**: directed **CrediCore** from opportunity and problem definition through launch, with cross functional teams of up to 50 (**lowest turnover of the account**), owning delivery under **high ambiguity** and reporting to the bank's presidency. Packaged repeatable offerings (presales) and **connected technology to commercial outcomes**.

Digital Transformation Lead & Professor · **VASS · GlobalHitss · U. Sergio Arboleda** — 2012 · 2021

Financial · Health · Public sector · Higher education

- **Launched and scaled digital products across sectors** (Porvenir, **LATAMDIGITAL 2019 award**; digital commerce and conversion) and, as a **founding professor of an Innovation chair**, coached others to build. Speaker at the **CLARO Technology Summit**.

SKILLS

Entrepreneurship & building: builds products and ventures from zero, opportunity identification, customer discovery and market validation, product vision, strategy and go to market, bias to action, structure from ambiguity

AI native: builds with the latest AI (agents, GenAI, RAG, LLMs, Claude Code), Agent Squad and MedicalHubAssist in production, Anthropic partner program

Growth & commercial: growth, product adoption, customer success, P&L thinking, presales and go to market, data driven decisions and rapid iteration

Leadership: recruits, inspires and leads high performing multidisciplinary teams (up to 50), wears multiple hats (product, sales, marketing, operations), executive communication

Domain & languages: banking, fintech, health, public sector, SaaS · Spanish native · advanced English (C1)

EDUCATION

Systems Engineering · **U. de Lima** (Top Third) · MBA + Specialization in Business Strategy and Policy, Tecnológico de Monterrey