

Roberto Aguirre Guardia

aguirrerjg@gmail.com · +57 317 675 0419

Bogotá, Colombia · Hybrid

Bogotá, July 14, 2026

Hiring Team · Brandtech+ (The Brandtech Group)

Role: Product Manager — Quality Assurance, Bogotá Production Hub (Req 17784)

Re: Product Manager (for Advertising) — Bogotá

The line in your posting that quality assurance is a designed in system, not a final checkpoint, is exactly how I already work. I lead an AI platform in healthcare where a multi agent operation generates and reviews content in production, and my job is to set the standard for how that AI generated and AI assisted output is reviewed, for accuracy and consistency, before anything ships, with traceability so review happens throughout the workflow rather than only at delivery. Reviewing AI output with rigorous human oversight is the core of what I do every day, and doing it inside a regulated, sensitive category, healthcare, is the differentiator your role names explicitly.

Underneath that sits fifteen years of building the discipline this function needs. At NTT DATA I owned end to end delivery and quality for the office's largest account, in regulated banking, running teams of up to thirty people including QA and reporting quality, risk and compliance to executive committees. Earlier I delivered a health e-commerce portal and the digital channels of a pension fund used by millions, owning readiness across web content and channels. Building the review discipline and standards a delivery function needs, and a culture of precision and accountability, and training new people into them, is work I have done repeatedly, and I am bilingual and based in Bogotá for the hub.

I will be precise about fit. My quality background is in software delivery and in oversight of AI-generated content, not yet in an advertising studio, so the channel specific delivery standards you list, email HTML cross client rendering, paid social specs, display formats and video technical delivery, are where I would ramp fastest in the first weeks; I know the shape of the problem and the systematic way to encode it into checklists, and I learn tooling quickly, including a platform specific generator like Pencil, which maps directly to the AI content workflows I already run. If designing the QA system that protects every asset a high velocity, AI augmented studio ships is the mandate, that is the kind of system I build. I would welcome the conversation. Thank you.

Best regards,

Roberto Aguirre Guardia