

Roberto Aguirre Guardia

Product Owner · AI Digital Workers & Agentic Automation · GenAI / SaaS · Conversational AI on Messaging · Agile · Data Driven · 15+ years

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PROFILE

Systems Engineer with an **MBA** and 15+ years shipping software products end to end, now building **AI driven products** in production. I lead a **GenAI / SaaS** platform of **autonomous AI workers and conversational agents** deployed on messaging channels that run real business operations. I own **product vision, roadmap and backlog**, work in **Agile (Scrum/Kanban)** with cross functional Engineering, Design and QA teams, and decide with **data**. Strong grasp of **AI/ML, LLMs and the software development lifecycle**, and a proven ability to translate customer needs into features and articulate product strategy to technical and non technical stakeholders. English at professional level.

EXPERIENCE

Head of Product & Engineering · AI · DigitalHubAssist LLC Oct 2024 · Present

Remote · AI Digital Workers · GenAI / SaaS

- ▶ Own the **vision, roadmap and backlog** of an AI product suite: **Agent Squad**, a set of **autonomous AI workers** that run real operations, and **MedicalHubAssist**, an AI platform with automated teleconsultation and clinical workflows.
- ▶ Ship **conversational AI agents** deployed on **messaging channels (Slack, Telegram)** that run real task and operational workflows, built on LLMs, RAG and multi agent orchestration.
- ▶ Run **Agile ceremonies** and iterate with **data** (adoption, monitoring, traceability via Langfuse). Under my leadership, DigitalHubAssist reached **Registered Partner status in Anthropic's partner program**; product recognized by **Revista DINERO**.

Consulting Manager · NTT DATA Colombia

Apr 2021 · Oct 2024

Bogotá, Colombia · Financial Services · B2B

- ▶ Led the office's largest account and the client's software factory, managing **roadmap, backlog and delivery** across cross functional teams and **influencing C level stakeholders**.
- ▶ Flagship deliverable: **digital scoring for online credit card origination**; turned around the at risk Promigas program, recognized company wide.

Project / Product Manager · VASS Colombia

Apr 2018 · Apr 2021

Bogotá, Colombia · Financial Services

- ▶ Led the end to end modernization of **Porvenir's** customer facing digital channels (millions of users) with cloud migration to **Azure** → **LATAMDIGITAL 2019** award.

Project / Product Manager · GlobalHitss

Nov 2015 · Apr 2018

Bogotá, Colombia · Healthcare · Insurance

- ▶ Delivered the **Colsanitas e-commerce portal** and Cardif landing, improving **conversion** and team productivity through customer focused iteration.

EDUCATION

MBA · Tecnológico de Monterrey

Mexico · 2004

Systems Engineering · Universidad de Lima

Peru · 1999 · Top Tercile

SKILLS

Product Vision & Strategy

Roadmap & Backlog Management

Agile (Scrum · Kanban)

AI/ML · LLMs · RAG

Conversational AI & Autonomous Agents

SaaS & Software Development Lifecycle

Data Driven Decisions

Cross functional Leadership

Stakeholder Influence (technical & non technical)

Systems Engineering · MBA

Spanish native · English professional