

Roberto Aguirre Guardia

Enterprise Account Leadership & GSI Delivery — Ex-NTT DATA (Tier-1 GSI insider) · Enterprise AI (LLMs · Agentic) · AI-Native Builder · P&L & C-Level · MBA

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PROFILE

Enterprise leader with 13+ years across the **GSI and consulting world — from the inside** — now paired with hands-on AI. At NTT DATA (a Tier-1 Global System Integrator) I ran the office's largest account with full P&L and C-level governance, packaging and delivering repeatable enterprise offerings at scale; I know how GSIs operate across alliances, verticals, delivery organizations and executive sponsorship because I worked there. Today I build and run a **GenAI, multi-agent platform from zero** and operate **AI-natively**. That intersection — GSI-delivery fluency plus a genuine AI-native builder — is rare. The vendor-side alliance motion is the part I'd be learning. MBA, PMP.

EXPERIENCE

AI Operations & Engineering Leader — DigitalHubAssist LLC Oct 2024 – Present

Remote · LATAM & US · GenAI SaaS (ISV)

- ▶ Build and run a **GenAI / agentic-AI** platform from zero — **LLMs, multi-agent orchestration** and automation applied to real enterprise workflows.
- ▶ **AI-native operator**: I use AI agents and automation to scale my own output — not a tool reached for occasionally, but how I work.
- ▶ Platform recognized by **Revista DINERO** for its value in the Colombia/LATAM market.

Consulting Manager — NTT DATA (Tier-1 Global System Integrator) Apr 2021 – Oct 2024

Bogotá, Colombia · Financial Services

- ▶ Ran the office's **largest strategic account — Grupo AVAL** from inside a Tier-1 GSI: owned account **P&L, budget and margin** with up to 30 people, packaging and delivering repeatable enterprise offerings at scale.
- ▶ Know the **GSI machinery first-hand**: how offerings get packaged for delivery orgs, how executive sponsorship is structured in C-level governance cadences, and how staffing, margin and attrition really work inside these firms.
- ▶ Achieved the **lowest attrition** of the entire account; turned around the at-risk **Promigas** program, restoring financial and operational viability.

Project Manager — VASS Colombia Apr 2018 – Apr 2021

Bogotá, Colombia · Financial Services

- ▶ Led the digital-channel modernization of **Porvenir** (millions of users) and its self-service portal → **LATAMDIGITAL 2019 award**.

Project Manager — GlobalHitss Nov 2015 – Apr 2018

Bogotá, Colombia

- ▶ Delivered enterprise digital programs for **Cardif** and the Colsanitas e-commerce.

Digital Transformation Lead — Tecnocom Colombia Aug 2012 – Nov 2015

Bogotá, Colombia · Public Sector

- ▶ Directed the digitalization of Colombia's **Judicial Branch** (PMP), coordinating governance across multiple institutions.

EDUCATION & TEACHING

MBA — Tecnológico de Monterrey Mexico · 2004

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

Innovation Professor — U. Sergio Arboleda · U. Externado Graduate level

SKILLS

GSI Ecosystem (insider)

Enterprise Account Leadership

Enterprise AI (LLMs · Agentic)

Repeatable Enterprise Offerings

C-Level Executive Governance

P&L & Delivery Ownership

AI-Native Automation

Build-from-Zero

Multicultural LATAM

MBA · PMP

English (fluent) · Spanish (native)