

Roberto Aguirre Guardia

Director of Product & Technology · Technology & AI Leader · GenAI, LLMs & Agents in Production · SaaS Platforms & Cloud Scalability · Engineering & Vendor Leadership · 15+ Years · MBA
Bogotá, Colombia · remote (LATAM) · aguirrerjg@gmail.com · +57 317 675 0419 · linkedin.com/in/roberto-javier-aguirre-guadia

SUMMARY

Technology and AI leader with **15+ years** leading engineering, digital transformation, and product delivery across **regulated financial services** (banking, credit origination, payments), health, utilities, and government in Latin America. I set the **technology vision and roadmap**, align technology investment with business goals, and balance **strategic planning with direct execution**. As Head of AI and founder of a **rapidly growing startup**, I build and operate a **GenAI and SaaS platform** with **LLMs, RAG, and multiagent automation in production**. I have led **technical delivery teams up to 30**, external vendors, and outsourced partners, with **P&L** on healthy indicators under **PMI/PMBOK and Agile**. Direct working experience with **LLMs, Generative AI, and AI workflows**, and strong on **software architecture, cloud infrastructure, scalability, and reliability**. Systems Engineer with an **MBA**. Native Spanish, advanced professional English.

EXPERIENCE

Head of AI & Founder · Technology & Product Leadership · DigitalHubAssist LLC Oct 2024 · Present
Remote · GenAI / SaaS Platform

- ▶ **AI strategy and implementation:** I built and operate **Agent Squad AI** (multiagent orchestration in production) and conversational assistants using **LLMs, RAG, foundational models, and AI workflows**. I evaluate, integrate, and optimize **Generative AI** to lift product functionality and operational efficiency. Under my leadership the company reached **Registered Partner status in Anthropic's partner program**.
- ▶ **Product and platform scalability:** I own the technology vision and product direction of **MedicalHubAssist** (healthcare AI: voice transcription, automated teleconsultation, clinical automation), recognized by **Revista DINERO** for its value in Colombia and LATAM. I design scalable **cloud architecture** and data and AI pipelines with **reliability, security, traceability (Langfuse), and CI/CD**.
- ▶ **Engineering and operational excellence:** I set delivery standards, mentor technical talent, and run **intelligent automation** initiatives that turn AI into measurable business outcomes.

Consulting Manager · Engineering & Delivery Leadership · NTT DATA Colombia Apr 2021 · Oct 2024
Bogotá, Colombia · Banking (Grupo AVAL) · Utilities

- ▶ Led the office's **largest account** (up to **30 people**, parallel workstreams) plus external vendors and outsourced dependencies, under **executive governance and P&L** on healthy indicators, with the **lowest attrition** on the account.
- ▶ Delivered a bank's **digital credit origination hub on Azure** under real organizational ambiguity, escalating dependencies to the presidency early, and recovered the viability of the **Promigas** project (corporate recognition).

Project Manager · Digital Transformation · VASS (2018-21) · GlobalHitss (2015-18) · Tecnocom (2012-15) 2012 · 2021
Bogotá, Colombia · Pensions · Health · Public Sector

- ▶ Modernized **Porvenir's** digital channels (millions of users) with migration of critical transactional portals to **Azure**, winning the **LATAMDIGITAL 2019** award; shipped e-commerce and landing products (**Colsanitas, Cardif**); digitalized **Colombia's Judicial Branch** under PMBOK/PMI, always as the technical lead of the delivery teams.

EDUCATION

MBA · Tecnológico de Monterrey · Systems Engineering, U. de Lima (Top Third) 2004 · 1999

CORE COMPETENCIES

Technology Leadership · AI Strategy & Implementation

Generative AI · LLMs · Agents · AI Workflows

SaaS Platforms · Product Development

Software Architecture · Cloud Infrastructure · Scalability

Platform Reliability & Security · MLOps (CI/CD)

Engineering Management · Vendor & Outsourced Teams

SDLC · Process Optimization · Agile

Project Management (PMI/PMBOK) · P&L · Budgets

Executive Stakeholder Management · Cross Functional Leadership

MBA · Systems Engineering · Advanced Professional English