

Roberto Aguirre Guardia

Product Manager · Full Lifecycle SaaS Product Ownership · AI Driven Product Development (Claude · Vercel) · Cross Functional Delivery · Bilingual EN/ES · MBA

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PROFILE

SaaS Product Manager who owns products across the **full lifecycle, from discovery and design to delivery and ongoing iteration**, and who sets the **success metrics** that guide prioritization. I currently direct **AI products in production** and work daily with the same **AI driven product development** stack this role names: **Claude and the Anthropic APIs, Vercel, and rapid prototyping** to validate ideas fast. Across **15+ years** I have shipped products that **simplify complex workflows for professionals**, from self service payment portals to digital credit origination, engaging customers and senior stakeholders and aligning engineering, design, sales and customer success. **Data informed, customer obsessed, and comfortable from startup SaaS to Enterprise segments.** Spanish native, professional English, based in Bogotá.

EXPERIENCE

Head of AI · SaaS Product Owner · DigitalHubAssist LLC Oct 2024 · Present
Remote · GenAI / SaaS Platform

- ▶ **Own AI products end to end:** take SaaS products from **discovery and design to delivery** and continuous iteration, including MedicalHubAssist (an AI platform for healthcare, recognized by **Revista DINERO**) and a multi agent operation running real business workflows.
- ▶ **AI driven product development, hands on:** build and prototype with **Claude and the Anthropic and OpenAI APIs, Vercel, LLMs and RAG**, using rapid prototyping to validate features before committing engineering, with **traceability and monitoring (Langfuse)** feeding a data informed backlog.
- ▶ **Set success metrics and iterate:** define the metrics for each product area and use product and operational data to prioritize; under my leadership the company reached **Registered Partner status in Anthropic's partner program.**

Consulting Manager · Digital Product Delivery · NTT DATA Colombia Apr 2021 · Oct 2024
Bogotá, Colombia · SaaS / Enterprise · Banking (Grupo AVAL)

- ▶ **Owned the full lifecycle of a digital origination product (Banco Popular):** led a digital credit origination hub with scoring, from discovery to production, managing the **roadmap, backlog and agile delivery** across teams of up to **30 people**. It shipped to production with a roadmap toward mortgage lending, a product that streamlines a workflow that used to be fragmented and slow.
- ▶ Led the office's largest account, **engaging stakeholders up to C level**, reporting **KPIs, financial indicators and progress**, with the **lowest attrition in the entire account.**

Project Manager · Digital Products & Self Service · VASS (2018-21) · GlobalHitss (2015-18) 2015 · 2021
Bogotá, Colombia · Pensions · Health · E-commerce

- ▶ **Simplified professional workflows through self service:** delivered the **Porvenir** payment settlement self service portal for a pension fund of millions of users, modernizing its digital channels with a cloud migration → **LATAMDIGITAL 2019** award.
- ▶ Delivered the **Colsanitas health e-commerce portal** with design and engineering teams, with a significant improvement in conversion and team productivity.

Digital Transformation Lead · Tecnocom Colombia Aug 2012 · Nov 2015
Bogotá, Colombia · Public Sector

- ▶ Led digitalization projects under a **PMBOK/PMI process framework**, coordinating delivery and schedules across multiple public entities.

EDUCATION

MBA · Tecnológico de Monterrey · Systems Engineering, U. de Lima (Top Tercile) · Founding Professor, Innovation Chair (Project Management), U. Sergio Arboleda 2004 · 1999

SKILLS

Full Lifecycle Product Ownership

AI Driven Product Development (Claude · Vercel)

Rapid Prototyping & Discovery

Roadmap · Backlog · User Stories

Success Metrics · Data Informed Prioritization

Workflow Simplification for Professionals

Cross Functional Alignment (Eng · Design · Sales · CS)

Senior Stakeholder & Customer Engagement

SaaS · Startup to Enterprise Segments

LLMs · RAG · Anthropic & OpenAI APIs

MBA · Systems Engineering

Spanish native · Professional English