

Roberto Aguirre Guardia

Product Manager · Technical Products from Conception to Launch (0 to 1) · AI and GenAI Products in Production · Platform and Consumer Facing Products at Scale · MBA
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PROFILE

Product leader with **15+ years in technical and delivery leadership roles**, taking **technical products from conception to launch** and owning them through the **full lifecycle**. I have defined and launched **platform and consumer facing products** in banking, pensions, health and civic systems, including the digital channels of a pension fund serving **millions of users**, breaking hard problems into phases that actually ship. Today I lead **AI and ML powered products** at a **Health AI startup**, hands on with **generative AI: LLMs, RAG, agents and the Anthropic and OpenAI APIs**, and I designed the multi agent system running our own operations in production. I work at the seam between the **technical and the business worlds**, under real ambiguity. Systems Engineer with an **MBA**. Spanish native, professional English.

EXPERIENCE

Head of AI & Digital Transformation · DigitalHubAssist LLC Oct 2024 · Present
Remote · Health AI / GenAI Startup

- ▶ **AI and ML powered products:** direct **MedicalHubAssist**, an AI platform for healthcare built on **LLMs**, voice transcription and automated teleconsultation for critical clinical workflows; the venture was recognized by **Revista DINERO** for its value in Colombia and LATAM.
- ▶ **Generative AI, hands on:** build with **LLMs, RAG, function calling, embeddings and the Anthropic and OpenAI APIs**; designed and run a **multi agent system in production** executing our real business operations, with model versioning, agent monitoring and traceability (**Langfuse**) and CI/CD. Under my leadership the company reached **Registered Partner status in Anthropic's partner program**.
- ▶ **Technical and business worlds:** lead the engineering team and the technical roadmap of the platform, translating business priorities into what gets built and in what order.

Consulting Manager · NTT DATA Colombia Apr 2021 · Oct 2024
Bogotá, Colombia · Financial Services (Grupo AVAL)

- ▶ **Conception to launch under ambiguity (Banco Popular):** led the team that built a **digital credit origination platform with scoring**, from definition to production, replacing an origination flow fragmented across aging applications. With **total responsibility and only partial control**, I sequenced delivery in **phases to land early wins** and escalated the dependencies I did not control to the **bank's president** from day one, rather than reporting them once blocked. It shipped, and those early wins earned the bank's confidence to build a roadmap toward mortgage lending.
- ▶ Led the office's largest account, up to **30 people** across simultaneous projects, engaging **senior executive stakeholders** and reporting progress and financial indicators, with the **lowest attrition in the account**; restored the viability of the **Promigas** program, recognized at corporate level.

Project Manager · Consumer Digital Platforms · VASS (2018-21) · GlobalHitss (2015-18) 2015 · 2021
Bogotá, Colombia · Pensions · Health · E-commerce

- ▶ **Consumer facing platform at scale:** led the modernization of the digital channels of **Porvenir**, a pension fund serving **millions of users**, including its payment settlement self service portal and a cloud migration → **LATAMDIGITAL 2019** award.
- ▶ Launched the **Colsanitas health e-commerce platform** 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 · Civic Technology

- ▶ Led digitalization and innovation for the **Judicial Branch of Colombia**, integrating technology across multiple public institutions and coordinating delivery and interinstitutional cooperation under a **PMBOK/PMI** framework.

EDUCATION & TEACHING

MBA · Tecnológico de Monterrey · Systems Engineering, U. de Lima (Top Tercile) · Founding Professor, Innovation Chair, U. Sergio Arboleda · Graduate Lecturer, U. Externado de Colombia 2004 · 1999

SKILLS

Product Management · Full Lifecycle

Conception to Launch · 0 to 1

Platform & Consumer Facing Products

AI / ML Powered Products

Generative AI · LLMs · RAG · Agents

Anthropic & OpenAI APIs · Prompt Engineering

Cross Functional Leadership (Eng · Design · Business)

Executive Stakeholder Management

Health AI · Startup · Financial Services

MBA · Systems Engineering · Spanish native · Professional English