

Roberto Aguirre Guardia

Senior Commercial & Alliances Leader — LATAM Financial Services & Payments · Banking · Fintech · P&L & C-Level · MBA

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PROFILE

Senior leader with 15+ years in Latin American **financial services and payments** — I have led the delivery of **digital credit-card origination and scoring** in banking and a **payment-settlement portal** for pension and severance funds via self-service channels. Owned a global consultancy's largest strategic account with full P&L, budget and C-level governance, leading distributed multicultural teams at scale. Today I run a GenAI SaaS product as an ISV, giving me the partner-side view of a platform ecosystem. MBA, PMP, fluent English and Spanish, cross-regional LATAM.

EXPERIENCE

AI Operations & Engineering Leader — DigitalHubAssist LLC Oct 2024 – Present
Remote · LATAM & US · HealthTech SaaS (ISV)

- ▶ Run a GenAI SaaS product end to end — value proposition, go-to-market and enterprise adoption across LATAM.
- ▶ Recognized by **Revista DINERO** for the platform's value proposition in the Colombia/LATAM market.

Consulting Manager — NTT DATA Colombia Apr 2021 – Oct 2024
Bogotá, Colombia · Financial Services

- ▶ Owned the office's **largest strategic account — Grupo AVAL** (banking), including **account P&L, budget and margin**, with up to 30 people across simultaneous programs.
- ▶ Led the **NTT DATA software factory serving Grupo AVAL**; flagship delivery: a **digital credit-scoring engine for online credit-card origination** (payments/fintech).
- ▶ Standardized how the account was managed, achieving the **lowest attrition rate** of the entire engagement.
- ▶ Ran account governance and C-level executive reviews; maintained healthy financial indicators and delivery cadence.
- ▶ 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 **payment-settlement portal for pension and severance (cesantías) funds at Porvenir**, delivered through new **self-service digital channels** for millions of users — part of the digital-channel modernization recognized with the **LATAMDIGITAL 2019 award**.

Project Manager — GlobalHitss Nov 2015 – Apr 2018
Bogotá, Colombia · Financial Services & Insurance

- ▶ Delivered digital programs for **Cardif** (bancassurance) and Colsanitas e-commerce, improving conversion and team throughput.

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

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

EDUCATION

MBA — Tecnológico de Monterrey Mexico · 2004

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

SKILLS

Payments: Origination & Settlement

Digital Channels & Self-Service

Commercial P&L & KPIs

Strategic Account Management

Strategic Alliances

C-Level Stakeholder Management

Governance & Operating Models

Distributed Multicultural Teams

Banking · Insurance · Pensions

ISV / SaaS

English (fluent) · Spanish (native)