

Roberto Aguirre Guardia

Product & Marketing Practitioner · Documenting Real Product & Marketing Workflows (PRDs, Roadmaps, Multi Tool Processes) · Clear, Structured Documentation · Slack & Google Workspace · 15+ Years · MBA

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SUMMARY

Product and marketing practitioner with **15+ years** of real, hands on practice, crafting the **business critical documents** this work depends on: **PRDs, briefs, trackers, roadmaps, and executive readouts**. I document **complex, multi tool processes** clearly and thoroughly, coordinating across functions so that anyone can follow the **intent behind each action, the decision points, and the expected deliverables**. I work daily in **Slack and Google Workspace**, use **AI in my day to day** to accelerate analysis, synthesis, and documentation, and I turn real work into **clear, structured, step by step** documentation, prioritizing realism and clarity over speed. I bring **exceptional attention to detail** and strong **written and verbal communication** for a diverse audience. As Head of AI and founder, and previously a consulting manager, I have run real product and marketing workflows end to end and measured their impact (retention, engagement, conversion). Systems Engineer with an **MBA**. Advanced professional English, native Spanish.

EXPERIENCE

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

- ▶ **Product workflows and documents:** I own product initiatives and craft **PRDs, requirements, roadmaps, and executive readouts**, documenting **multi tool processes** (Slack, Google Workspace) so others can execute them. Under my leadership the company reached **Registered Partner status in Anthropic's partner program**.
- ▶ **Marketing workflows and metrics:** I run **marketing workflows** (content, GEO, outreach) and measure **retention, engagement, and conversion**, turning insights into clear hypotheses with success metrics.
- ▶ **AI in daily work:** I use **AI every day** to accelerate analysis, synthesis, documentation, and prototyping, and I flag ambiguous or unrealistic scenarios to refine them.

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

- ▶ Documented **complex, multi tool delivery processes** on the office's **largest account** (up to **30 people**), producing **requirements, acceptance criteria, trackers, and executive readouts**, and coordinating **across functions** with clear, structured communication.
- ▶ Delivered a bank's **credit origination hub** in production, escalating dependencies to the presidency early and recovering the viability of the **Promigas** program (corporate recognition).

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

- ▶ Ran and documented digital product and process workflows: modernized **Porvenir's** digital channels (millions of users) → **LATAMDIGITAL 2019** award; delivered **e-commerce** (Colsanitas); digitalized **Colombia's Judicial Branch** under PMBOK/PMI.

EDUCATION

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

CORE COMPETENCIES

Product & Marketing Domain Expertise	PRDs · Briefs · Trackers · Roadmaps · Executive Readouts	
Multi Tool Process Documentation	Cross Functional Coordination	Structured Documentation · Attention to Detail
Clear Written & Verbal Communication	Slack · Google Workspace	AI in Daily Work · Analysis · Synthesis
Metrics: Retention · Engagement · Conversion	MBA · Systems Engineering · Advanced English	