

# Roberto Aguirre Guardia

Senior Product Manager · Consulting Background (Tier-1 GSI) · Client Advisory & Stakeholder Management · End to End Product Lifecycle · Hands On with LLMs, RAG, Agents & MCPs · MBA  
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## PROFILE

Senior product leader with **15+ years in technology projects, digital products and software development**, formed inside a **Tier-1 consultancy**: I serve as a **trusted advisor and primary point of contact for client stakeholders**, lead discovery sessions, prioritization workshops and requirements elicitation, and own the **end to end product lifecycle** from ideation through launch and iteration. My technical understanding is not borrowed, I lead engineering myself, so **web technologies, APIs and software development practices** are the ground I stand on. Hands on with the AI stack this work now runs on: **LLMs (Claude, ChatGPT), RAG, Agents, Agentic AI and MCPs**. Proven at **ramping fast on new business domains**, from banking to healthcare, utilities and government. Agile with distributed teams. English B2+.

## EXPERIENCE

**Head of AI · Product & Engineering · DigitalHubAssist LLC** Oct 2024 · Present  
*Remote · Digital Product (SaaS) · Applied AI*

- ▶ Own the **end to end lifecycle** of a software product with multiple features, complex requirements and a dedicated team: ideation, **requirements definition, feature prioritization**, launch and iteration on measured impact and KPIs.
- ▶ **Hands on with AI tools and concepts**: LLMs (Claude, ChatGPT), RAG, Agents and Agentic AI in production, prompt engineering and MCPs, plus evals and traceability to keep outputs reliable.
- ▶ Lead engineering and architecture directly: **web technologies, APIs, integrations** and modern software development practices, so product decisions are grounded in what is actually buildable.
- ▶ Under my leadership, DigitalHubAssist reached **Registered Partner status in Anthropic's partner program**; MedicalHubAssist recognized by **Revista DINERO**.

**Consulting Manager · NTT DATA Colombia** Apr 2021 · Oct 2024  
*Bogotá, Colombia · Tier-1 Global Consultancy*

- ▶ **Trusted advisor and primary point of contact** for the office's largest client account: led **discovery sessions, prioritization discussions and requirements elicitation workshops**, and built credibility with stakeholders up to **C level**.
- ▶ **Mentored and led** Agile teams of up to 30 people across simultaneous projects; my teams held the **lowest attrition rate in the entire account**. Owned budget, P&L and delivery quality.
- ▶ **Ramped fast across business domains**: banking (digital credit scoring for online card origination) and utilities (recovered the at risk Promigas program, restoring its viability).

**Project Manager · Digital Products · VASS (2018-21) · GlobalHitss (2015-18)** 2015 · 2021  
*Bogotá, Colombia · Web Platforms · E-commerce*

- ▶ Delivered **digital products and web platforms** with design and engineering teams: Porvenir digital channels and self service portal (millions of users) → **LATAMDIGITAL 2019**; Colsanitas e-commerce; cloud migration to Azure.

## EDUCATION & TEACHING

**MBA · Tecnológico de Monterrey** Mexico · 2004

**Systems Engineering · Universidad de Lima** Peru · 1999 · Top Tercile

**Founding Professor · Innovation Chair · U. Sergio Arboleda** · Graduate lecturer, U. Externado Graduate level

## SKILLS

Product Management (End to End Lifecycle)

Consulting & Client Advisory

Discovery Sessions & Requirements Elicitation

Prioritization Workshops · Roadmap · KPIs

LLMs (Claude · ChatGPT) · RAG · Agents · Agentic AI · MCPs

Web Technologies · APIs

Software Development Practices

Agile with Distributed Teams

Requirements Management (Linear)

Mentoring & Coaching

MBA · Systems Engineering

Spanish native · English B2+