

Roberto Aguirre Guardia

Senior Product Manager · Trusted Advisor to Client Stakeholders · End to End Product Lifecycle · Web, APIs & Software Development · Agile · Mentoring · MBA

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PROFILE

Senior product leader with **15+ years in technology projects, digital products and software development**. I own the **end to end product lifecycle**, from market and business research and ideation through requirements, feature prioritization, launch and iteration, and I act as a **trusted advisor and primary point of contact for client stakeholders**, a craft I built inside a Tier-1 consultancy running its largest account up to C level. My technical understanding is real, not borrowed: I lead engineering myself, so **web technologies, APIs and software development practices** are the ground I stand on. Agile delivery, strong communication, and a track record of **mentoring** teams. Systems Engineer with an MBA. Professional English.

EXPERIENCE

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

- ▶ Own the **end to end lifecycle** of a software product: from opportunity and ideation through **requirements definition, feature prioritization**, launch and continuous iteration based on measured impact.
- ▶ 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 Consultancy · Client Advisory

- ▶ **Primary point of contact and strategic advisor** for the office's largest client account: translated business and market insight into actionable plans, and aligned goals and deliverables with stakeholders up to **C level**.
- ▶ **Mentored and led** Agile teams of up to 30 people across simultaneous projects, achieving the **lowest attrition** in the account; owned budget, P&L and delivery quality.

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)

Client Advisory & Stakeholder Management

Requirements & Feature Prioritization

Market, Competitive & Business Research

Web Technologies · APIs

Software Development Practices

Agile Methodologies

Mentoring & Team Leadership

AI / GenAI Product

MBA · Systems Engineering

Spanish native · English professional