

Roberto Aguirre Guardia

Project Manager · AI & Automation · Digital Transformation and Process Improvement · Cross Functional Delivery · 15+ Years · MBA

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SUMMARY

I'm a **Project Manager** who leads **AI and automation** to make operations more efficient, and that is exactly what I do today. As **Head of AI** I run a squad of autonomous agents that automates real business processes, and I bring **15+ years** of digital transformation and delivery across banking, healthcare, and government. I manage **cross functional projects from planning to execution**, identify **process improvement** opportunities and turn them into working solutions, **optimize workflows and operational metrics**, and drive the **adoption of new technologies** with the teams that use them. Analytical and stakeholder focused, comfortable in fast paced environments, and used to aligning IT, operations, and business teams that don't report to me. Systems Engineer with an **MBA**. Native Spanish; advanced professional and negotiation level English.

EXPERIENCE

Head of AI · AI & Automation · DigitalHubAssist LLC Oct 2024 · Present
Remote · GenAI Platform / SaaS

- ▶ **AI and automation initiatives:** I lead a squad of **autonomous agents** that automates real operational processes (development, QA, research, content), **automating steps that used to require repetitive manual work**. Under my leadership the company reached **Registered Partner status in Anthropic's partner program**.
- ▶ **Process improvement and adoption:** I spot repetitive, low value steps, redesign the workflow around agents built on **LLMs (Claude, GPT), RAG, and prompt engineering**, connected to systems and data via **APIs**, and drive **adoption** with the teams that use them day to day.
- ▶ **Metrics and continuous optimization:** I define and monitor **performance metrics** for the agents, iterate through feedback and experimentation, and operate with **governance and traceability** for reliable results. MedicalHubAssist was recognized by **Revista DINERO** for its high value in Colombia and LATAM.

Consulting Manager · Digital Transformation · NTT DATA Colombia Apr 2021 · Oct 2024
Bogotá, Colombia · Banking (Grupo AVAL) · Utilities

- ▶ **Cross functional delivery, planning to execution:** I led the office's largest account (up to **30 people**, parallel workstreams), taking digital solutions from need to production. Highlight: a **digital credit origination hub with scoring** for a bank, delivered in phases and in production.
- ▶ **Applied AI and problem solving:** I implemented **artificial intelligence in the account's software factory** to speed up delivery, plus digital credit scoring and risk. I escalated dependencies to the presidency early and restored the viability of the **Promigas** project, recognized at the corporate level.

Project Manager · Digital Transformation · VASS (2018-21) · GlobalHitss (2015-18) · Tecnocom 2012 · 2021 (2012-15)
Bogotá, Colombia · Pensions · Healthcare · Public Sector

- ▶ Modernization of **Porvenir's** digital channels (millions of users) → **LATAMDIGITAL 2019** award; recognized **internationally by Liferay**; digitalization of **Colombia's Judicial Branch** under Agile and PMBOK/PMI frameworks.

EDUCATION & TEACHING

MBA · Tecnológico de Monterrey · Systems Engineering, U. de Lima (Top Third) · Founding 2004 · 1999
Professor, Innovation Chair, U. Sergio Arboleda

CORE COMPETENCIES

Project Management · Planning to Execution	AI & Automation Initiatives
Process Improvement · Continuous Optimization	Workflow Optimization · Metrics & Reporting
Digital Transformation · Adoption of New Technologies	Cross Functional Projects · Multidisciplinary Teams
Stakeholder Management · Executive Communication	Analytical · Problem Solving · Fast Paced Environments
Agile · PMBOK/PMI	MBA · Systems Engineering · Advanced English