

# Roberto Aguirre Guardia

Product Manager & Team Lead · Product vision, strategy and roadmap · Leads Product Owners, BAs and cross functional teams · End to end delivery and escalation point · Executive reviews, governance and KPIs · 15+ years

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## SUMMARY

**Product manager and team lead with 15+ years driving product vision, strategy and delivery** of digital initiatives across banking, health and the public sector in Latin America. Serves as both **product leader and delivery owner**, overseeing a **portfolio of digital initiatives** and leading product teams and stakeholders. Connects business needs with technology solutions, balancing **strategic planning with hands on execution**. Leads **Product Owners, BAs and cross functional teams through ambiguity**, focused on customer value and measurable outcomes. Owns **end to end delivery (backlog, epics, features, sprints)**, is the **primary escalation point for risks and dependencies**, and facilitates **executive reviews and governance**. Advanced English (C1).

## EXPERIENCE

### AI, Innovation & Product Consultant · DigitalHubAssist

Oct 2024 · Present

Remote · Digital and AI products in production · Own platform · Anthropic partner program

- Owns **product vision, strategy and roadmap** for digital products (MedicalHubAssist, Agent Squad), balancing strategy with **hands on execution**. Runs **backlog, epics, features and sprints**, and delivers **end to end from ideation to launch and adoption**. Defines **KPIs** and iterates with data. Under my leadership, DigitalHubAssist reached **Registered Partner status in Anthropic's partner program**.

### Consulting Manager · NTT DATA

Apr 2021 · Oct 2024

Enterprise account (Grupo AVAL) · Financial services

- **Product and delivery leader** for the office's largest account: led **cross functional teams of up to 50 (PO, BA, dev, QA)**, mentored and resolved conflicts, and **escalated risks and dependencies to the bank's presidency from day one**. Facilitated **executive reviews and governance**. Directed **CrediCore** end to end (ideation to production) with **risk registers and decision logs**.

### Product / Delivery Lead · VASS · GlobalHitss · Tecnocom

2012 · 2021

Pensions · Health · Financial · Public sector

- Owned the **product experience and delivery of Porvenir's digital channels** (millions of users), **LATAMDIGITAL 2019 award**, running discovery, roadmap and continuous improvement with cross functional teams.

## SKILLS

**Product strategy & roadmap:** product vision, strategy and roadmap, business cases, prioritization and investment decisions, customer value and measurable outcomes, digital transformation

**Team leadership:** leads Product Owners, BAs and cross functional teams, mentorship, accountability, Agile best practices, conflict resolution, escalation point

**Delivery & execution:** end to end delivery (ideation to launch and adoption), backlog, epics, features and sprints, competing priorities across high visibility initiatives, timelines and quality

**Program & operational excellence:** executive reviews, steering committees, governance, program health and KPIs, documentation (requirements, decision logs, risk registers, timelines), continuous improvement

**Domain & languages:** banking, health, public sector, SaaS, digital channels · Spanish native · advanced English (C1)

## EDUCATION

**Systems Engineering · U. de Lima** (Top Third) · MBA + Specialization in Business Strategy and Policy, Tecnológico de Monterrey