Roberto Aguirre Guardia

Senior Product Manager · Owns strategy and roadmap for technically complex, backend heavy products · Translates complex operations into precise requirements engineering can build · AI native, embeds AI into products and workflow · Data driven prioritization and ruthless tradeoffs · 15+ years

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SUMMARY

Senior product manager with 15+ years owning the strategy and roadmap of technically complex, backend heavy products across banking, fintech and operations heavy environments in Latin America. **Translates complex business and operational challenges into precise requirements engineering can build on without ambiguity**, and partners closely with Engineering on system constraints and technical tradeoffs (**APIs, async processes, data pipelines, integrations**), thinking in terms of the experiences and business outcomes they enable. **AI native**: embeds AI into how products are built and how work gets done, with **concrete use cases** (agents, task automation). Uses **data** (working knowledge of SQL) to identify opportunities, measure performance and **prioritize ruthlessly**. Bridges engineering and business audiences and mentors other PMs. Bogotá based. English fluent (C1).

EXPERIENCE

AI, Innovation & Product Consultant · **DigitalHubAssist** — Oct 2024 · Present

Bogotá / Remote · AI native product development · Own platform · Anthropic partner program

- **AI native product management**: embeds AI into how products are built and how work gets done (**Agent Squad** automates dev, QA, PMO and research; Claude Code), with **concrete use cases** including task automation. Owns roadmap and requirements and understands **backend systems hands on** (APIs, async jobs with Inngest, data pipelines, PostgreSQL). Under my leadership, **DigitalHubAssist** reached **Registered Partner status in Anthropic's partner program**.

Product / Consulting Manager · **NTT DATA** — Apr 2021 · Oct 2024

Enterprise account (Grupo AVAL) · Banking and fintech

- Owned a **technically complex, backend heavy product** (CrediCore, digital credit origination): **translated complex business and operational challenges into precise requirements Engineering built on**, partnered with Engineering on **constraints and tradeoffs**, and **prioritized with data** across competing stakeholders up to the bank's presidency. Squads of up to 50; delivery from **discovery through launch and iteration**.

Product / Delivery Lead · **VASS · GlobalHitss · Tecnocom** — 2012 · 2021

Logistics (ERP/SCM) · Utilities · Banking · Insurance · Public sector

- PM of an **Oracle ERP materials logistics (SCM)** project and **operations heavy turnarounds** (Promigas, utilities), plus digital channels and digital commerce (Porvenir, Colsanitas, Cardif), coordinating **cross functional teams** under Scrum.

SKILLS

Product management: product strategy and roadmap, discovery to launch and iteration, precise requirements for engineering, ruthless prioritization (data, impact estimates, clear alternatives), competing priorities and explicit tradeoffs

AI native: embeds AI into product development and daily workflow, concrete use cases (agents, task automation), LLMs, RAG, builds with Claude Code (Agent Squad, MedicalHubAssist)

Technical bridge: backend systems understanding (APIs, async processes, data pipelines, system integrations), thinks in frontend experiences and business outcomes, works with Engineering on complex products

Data & communication: working knowledge of SQL for product analysis, data driven decisions (opportunity identification, product metrics), clear communication to engineering and business audiences, stakeholder and cross functional influence, mentoring PMs

Domain & languages: logistics adjacency via SCM/ERP (Oracle materials logistics), utilities, banking, fintech, insurance, digital commerce · operations heavy environments · Spanish native · English fluent (C1)

EDUCATION

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