

Roberto Aguirre Guardia

Product & Growth Leader · B2B SaaS Builder · 15+ Years Turning Digital Products into Measurable Business Outcomes · Conversion & Self Serve Journeys · AI/GenAI & Dev Tooling · Systems Engineer + MBA
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SUMMARY

Product and growth minded leader with 15+ years building and shipping **digital products from zero to production** across **B2B SaaS**, financial services, health and government in LatAm. I define **value propositions and business models**, own product initiatives that drive **measurable business outcomes**, and improve **conversion and self serve journeys**. I work **cross functionally** with engineering, design and commercial teams, make **data informed decisions** (SQL over PostgreSQL), and thrive in **fast paced, high growth** environments. Today I build **AI/GenAI products and internal tooling** hands on. Systems Engineer with an **MBA**.

EXPERIENCE

Head of AI & Digital Transformation · Product & Platform Ownership (GenAI/SaaS) · **DigitalHubAssist LLC** Oct 2024 · Present

Remote · B2B GenAI/SaaS startup (Anthropic partner program)

- Built and shipped **B2B SaaS products from zero to production**: MedicalHubAssist (AI for health) and **Agent Squad**, a multi agent system that automates critical workflows. I define **value propositions and business models**, shape product direction and prioritise based on **customer and business value**. I develop **internal tooling** that helps operating teams scale, work **cross functionally** with engineering and design, and make decisions with **product and usage data**. Under my leadership the company reached **Registered Partner status in Anthropic's partner program**.

Consulting Manager · Product Delivery & Roadmap (Banking) · **NTT DATA** Apr 2021 · Oct 2024
Tier 1 global technology consultancy · Financial services (banking, Grupo AVAL)

- Owned the office's **largest account** (banking; up to **50 people**; full **P&L**). Directed **CrediCore**, a **digital credit origination product on Azure** for Banco Popular, from discovery to production. I **structured the work into phases** to ship **early wins** and validate the approach in phases instead of a big bang, prioritised ruthlessly against business impact, and escalated cross team dependencies to the **bank's presidency from day one**. Those early wins gave the bank the confidence to build a **product roadmap toward mortgage lending**. I managed **budgets and financial health** and reported **outcomes and metrics to executive leadership**.

Digital Transformation Lead / Project Manager · Digital Products, Conversion & Self Serve · **VASS** 2012 · 2021
(2018-21) · GlobalHitss (2015-18) · Tecnocom (2012-15)

Pensions · Health · Public Sector

- Led digital product work across regulated sectors. Modernised a **pension fund's** digital channels and shipped its **self serve payment settlement portal** (Porvenir, millions of users; **LATAMDIGITAL 2019** award), with migration to **Azure**. Delivered a **digital commerce portal** for a health insurer (Colsanitas) with a **significant lift in conversion**. Ran the **digital transformation of Colombia's Judicial Branch**, coordinating **cross functional multidisciplinary teams**.

EDUCATION & TEACHING

Systems Engineering · **U. de Lima** (Top Third) · MBA + Specialization, Tecnológico de Monterrey · Founding Professor of Innovation, U. Sergio Arboleda

CORE COMPETENCIES

B2B SaaS Product · Discovery to Delivery	Conversion & Self Serve	Value Proposition & Business Model Design
Product Requirements · Roadmap & Prioritisation	Cross Functional · Engineering, Design & Commercial	
Data Informed Decisions · SQL	Products Shipped Zero to Production · P&L	
AI/GenAI Product · EdTech & Dev Tooling Adjacency		