

Roberto Aguirre Guardia

Founder & Head of AI · Owns the Full Product Lifecycle with Engineers and AI Agents as One Team · Strategy to Quality · 15+ Years · MBA

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SUMMARY

Turbo's bet is product leaders, engineers, and AI agents working as one team. I already **built and run exactly that**. As **Head of AI** and founder, I own the **full product lifecycle**, strategy, scoping, prototypes, delivery, analytics, and quality, and I operate a squad where **engineers and AI agents ship real product together**. I **build from zero and thrive in ambiguity**: I turn messy ideas into roadmaps and prioritized plans, scope features end to end, make decisions fast with incomplete information, and I am the **last line of defense on quality**. I bring **15+ years** acting as the dedicated product and delivery brain for demanding clients across banking, healthcare, and government, managing several complex workstreams at once. I operate like a founder because I am one. Systems Engineer with an **MBA**. Native Spanish; fluent, conversational English at a professional and negotiation level.

EXPERIENCE

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

- ▶ **Engineers and AI agents as one team:** I built and operate **Agent Squad AI**, a squad where autonomous agents and human work ship product together (development, QA, research, content). I own the **full product lifecycle** across Agent Squad AI and MedicalHubAssist. Under my leadership the company reached **Registered Partner status in Anthropic's partner program**.
- ▶ **Build from zero, ship fast:** I turn messy ideas into **goals, roadmaps, and prioritized plans**, scope features end to end (flows, specs, edge cases), and take them from prototype to production without waiting for someone else to fill the gaps.
- ▶ **Own quality and outcomes:** I am the **last line of defense**, define **success metrics**, monitor performance, iterate from real feedback, and operate with governance and traceability. MedicalHubAssist was recognized by **Revista DINERO** for its high value in Colombia and LATAM.

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

- ▶ **Several complex workstreams at once:** I was the product and delivery brain for the office's largest client (up to **30 people**, parallel workstreams), translating messy business needs into scope, plans, and acceptance criteria, and partnering with engineering on feasibility to keep the squad shipping predictably.
- ▶ **From zero under chaos:** I built a **digital credit origination platform** for a bank, consolidating fragmented apps into a single hub, deciding with incomplete information and escalating dependencies before they blocked, and shipped it to production in phases. I restored the viability of the **Promigas** project (corporate recognition) and protected clients from surprises as the last line of defense.

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

- ▶ Modernization of **Porvenir's** digital channels (millions of users) → **LATAMDIGITAL 2019** award; e-commerce and landing products (**Colsanitas**, **Cardif**); digitalization of **Colombia's Judicial Branch** under PMBOK/PMI, always as the client facing lead.

EDUCATION & TEACHING

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

CORE COMPETENCIES

Full Product Lifecycle · Strategy to Quality

Build from Zero · Speed & Ambiguity

Engineers + AI Agents as One Team

Roadmaps · Prioritized Weekly Plans

Scope End to End · Specs · Edge Cases

Success Metrics · Analytics Specs

Own Quality · Last Line of Defense

Partner with Engineering · Feasibility

Founder Mindset · Client Outcomes

MBA · Systems Engineering · Fluent Conversational English