

Roberto Aguirre Guardia

Product Leader · AI Native · Owns Complex, Operationally Heavy Problem Spaces End to End · Builds AI Agent Products & Uses Modern AI Tools Hands On · Process Mapping & Automation · Systems Engineer + MBA

Bogotá, Colombia · Remote across time zones · aguirrerjg@gmail.com · +57 317 675 0419 · [linkedin.com/in/roberto-javier-aguirre-guardia](https://www.linkedin.com/in/roberto-javier-aguirre-guardia)

SUMMARY

Product minded leader with 15+ years owning complex, operationally heavy problem spaces end to end across banking, pensions, health and government in LatAm, the kind of domains that still run on manual work, emails and spreadsheets. I am genuinely **AI native**: I **build AI enabled products**, a multiagent system in production and a GenAI/SaaS platform, and I **use modern AI tools hands on** (Claude Code) across **discovery, analysis, prototyping and delivery**. I **map and redesign operational processes** to automate them, work **directly with engineers and designers** without heavy hand offs, and **influence senior leadership through evidence**. Comfortable with **ambiguity** and pragmatic **trade offs**. Systems Engineer with an **MBA**.

EXPERIENCE

Head of AI & Digital Transformation · AI Enabled Product Ownership · **DigitalHubAssist LLC** Oct 2024 · Present

Remote · GenAI/SaaS platform (Anthropic partner program)

- Own **AI enabled products end to end**: I built **Agent Squad**, a multiagent system in production that automates operational workflows, and I direct **MedicalHubAssist** (AI for health). I identify where **automation and AI features** create value (LLMs, RAG), define **value propositions and business models**, and connect **engineering with the business** end to end, working **directly with the squad** without heavy hand offs. Critically, I **use modern AI tools hands on** (Claude Code) throughout **discovery, analysis, prototyping and delivery**. Under my leadership the company reached **Registered Partner status in Anthropic's partner program**.

Consulting Manager · Complex Operational Problem Space (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: I **mapped and redesigned a fragmented origination process** (obsolete applications, one without vendor support) into a **transversal BPM/BPO**, without breaking the live operation. I owned the outcome **end to end under full accountability with partial control, structured the work into phases** to ship **early wins**, 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**. In **Promigas** (utilities) I recovered a program in crisis, recognized at the corporate level.

Digital Transformation Lead / Project Manager · Operational & Customer Facing Products · **VASS** 2012 · 2021 (2018-21) · **GlobalHitss** (2015-18) · **Tecnocom** (2012-15)

Pensions · Health · Public Sector

- Delivered digital products for both **operational and external users**. 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 **process digitisation of Colombia's Judicial Branch**, coordinating **multidisciplinary teams** across public institutions.

EDUCATION & TEACHING

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

CORE COMPETENCIES

Product Area Ownership · Complex Problem Spaces End to End	AI Enabled Products · AI Agents & GenAI Features
Modern AI Tools Hands On (Claude Code) · Discovery to Delivery	Process Mapping & Redesign · Operational Automation
Discovery, Prioritisation & Measurable Outcomes	Works Directly with Engineers & Designers · Low Hand Offs
Senior Leadership Influence · Ambiguity & Trade Offs	Operationally Complex Domains: Banking · Pensions · Public Sector