

Roberto Javier Aguirre Guardia

Senior Consultant — AI & Digital Transformation

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Hybrid / Remote · Spanish & English · Available

PROFESSIONAL SUMMARY

Senior consultant with 26 years in technology and digital transformation, used to **owning the client relationship end-to-end**: I diagnose where AI creates value, sell the project, and deliver it. I pair a **track record delivering at C-level** across tier-1 enterprise programs (financial services, healthcare, government, utilities) with **real commercial instinct**: I led the office's largest consulting account and built the AI practice of a young firm from scratch. Comfortable with the **ambiguity of a young firm** —where you open the conversation, scope the work, and produce results without a playbook— I run AI adoption diagnostics, executive workshops, training, and implementation roadmaps, and represent the value proposition before senior (C-level) stakeholders in Spanish and English. My differentiator is a **real track in applied AI and GenAI** — multi-agent systems, RAG, automation— that lets me talk value with a CFO and architecture with an engineering team in the same meeting. Enterprise network across LatAm. MBA from Tecnológico de Monterrey.

HOW I WORK — FROM SALE TO DELIVERY

End-to-end client ownership

I own the full relationship: open the conversation with the client, diagnose the opportunity, scope the work, sell the project, and stand behind delivery — without handing off the risk to another team halfway through.

Commercial instinct & pipeline origination

Led the office's largest consulting account (Grupo AVAL) and built the AI practice of a young firm from scratch, opening and delivering projects with clients across LatAm. I co-sell with partners and originate my own pipeline from an enterprise network.

Diagnostics, workshops, training & roadmaps

I run AI adoption diagnostics (maturity across people, process, data, tech), facilitate executive and discovery workshops, design and deliver training —including a university course I founded— and build phased implementation roadmaps tied to ROI.

Executive presence with C-level

I represent the proposition before senior stakeholders (CFO, CRO, board). I translate complex AI concepts into business decisions for technical and non-technical audiences, with evidence-based prioritization over hype. Fluent executive communication in Spanish and English.

EXPERIENCE

DIGITALHUBASSIST AI — Head of AI

2024 – Present · digitalhubassist.ai · Bogotá / Remote

Lead the AI practice of a young consulting firm: I open relationships with enterprise clients across LatAm, diagnose the opportunity, sell the project, and stand behind full delivery, from organizational maturity assessment to production deployment. I build from zero in the context of a young firm: defining the offering, the scope, and the outcome without an inherited playbook.

- **Agent Squad AI** — Designed and delivered an enterprise multi-agent orchestration platform: 16 AI agents coordinated in production under a supervisor with a human gate. Defined client adoption roadmaps: organizational maturity, ROI-ranked use cases, and the transition from manual processes to automated workflows.
- **LPGI Relacionamento** (impact investment fund) — Sold and delivered a digital transformation program: 260+ project cycles automated with AI on a portfolio management platform, supporting the leadership team on roadmap and prioritization.
- **MedicalHubAssist** (healthcare) — Voice-based intake, automated teleconsultation, and clinical process automation with AI. Featured in **Revista DINERO** for its impact on Latin America's digital health ecosystem.
- Facilitated executive workshops to define automation KPIs, AI governance, and scalability plans with clients across LatAm.

NTT DATA COLOMBIA — Consulting Manager — Digital Transformation

Apr 2021 – Sep 2024 · Financial sector

- Led the **office's largest consulting account** for Grupo AVAL (Colombia's largest financial holding): owner of both the commercial relationship and delivery, in an environment where every decision passed through banking compliance.
- C-level stakeholder management: presented technology adoption roadmaps, facilitated strategic alignment sessions, and reported KPIs to executives.
- Coordinated multidisciplinary Agile teams (architecture, development, QA, change management) to deliver high-complexity enterprise solutions.

VASS COLOMBIA · GLOBAL HITSS · TECNOCOM — Project Manager & Tech Lead — Sector Consulting

Aug 2012 – Apr 2021

- 9+ years leading digital transformation projects across financial services, healthcare, utilities, and government — Porvenir, Colsanitas, Cardif, Colombia's Judicial Branch.
- Designed and facilitated requirements-gathering workshops, defined solution architecture, and led organizational change management with client teams.

INDRA · SOLUZIONA (GRUPO UNIÓN FENOSA) — Early Career — Engineering & Project Management

2000 – 2012 · Utilities sector

- Development and project management of information systems for the utilities sector, with deployments across Peru, Argentina, Panama, and Colombia.

KEY ACHIEVEMENTS

- Led the office's largest consulting account for Grupo AVAL, Colombia's largest financial holding.
- Built the AI practice of a young firm from scratch, opening and delivering projects with enterprise clients across LatAm.
- Architect of one of the first enterprise multi-agent platforms operating in LATAM — 16 AI agents coordinated in production 24/7.
- Featured in Revista DINERO for MedicalHubAssist's impact on Latin America's digital health ecosystem.
- Founding Professor of the Innovation course, Universidad Sergio Arboleda — designed the program and taught it across 3 cohorts.
- 9+ years leading enterprise projects in regulated sectors (financial, healthcare, government) across Colombia, Peru, and Mexico.

TECHNICAL DOMAIN — AI & DIGITAL TRANSFORMATION

AI & GenAI: LLMs (Claude, GPT-4o, Gemini) · coordinated multi-agent systems · RAG with vector retrieval · process automation · model evaluation and observability in production · use-case- and cost-based model routing.

Strategy & delivery: AI maturity assessment · ROI-ranked use cases · build vs. buy · phased adoption roadmaps · cloud (AWS / GCP / Azure) · data governance · coordination of multidisciplinary Agile teams (product, design, engineering, data).

EDUCATION & CERTIFICATIONS

MBA — Strategy & Business Policy · Tecnológico de Monterrey, Mexico · 2006

B.Sc. Systems Engineering (Top Third of Class) · Universidad de Lima, Peru · 1999

Continuing education & certifications · Anthropic · Scrum Foundation (CertiProf) · Liferay DXP Certified Professional

LANGUAGES

Spanish: native (Peru / Colombia) **English:** professional — fluent executive communication, workshop facilitation, C-level presentations, and syncs with international teams