

Roberto Javier Aguirre Guardia

AI Product Manager · AI Strategy & Digital Transformation

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100% Remote · EST-friendly · Available

PROFESSIONAL SUMMARY

AI product and strategy leader with 26 years in technology and digital transformation, focused on **taking AI products from proof of concept to production with measurable business impact**. I bridge the executive level, business objectives, and delivery teams: I prioritize the AI roadmap by value, ROI, and complexity, define KPIs and business cases, and stand behind the governance and scalability of every initiative. My sector base is in **financial services, insurance, and regulated healthcare** (Grupo AVAL banking, Cardif insurance, Colsanitas health, Porvenir pensions), where every decision runs through compliance, risk, and audit. I pair a **C-level track record** facilitating strategic planning workshops with senior leadership with a **real track in applied GenAI**: multi-agent systems, copilots, RAG, and automation in production, including AI operational cost control and LLM token economics. I talk ROI with a CFO and architecture and governance with engineering in the same meeting, in Spanish and English. MBA from Tecnológico de Monterrey.

KEY AREAS OF FOCUS

AI product strategy & roadmapping

I lead AI roadmap prioritization and strategic planning workshops with senior leadership. I evaluate and prioritize initiatives by business value, ROI, complexity, and market differentiation, translating business challenges into scalable AI solutions.

From proof of concept to production and adoption

I drive AI products from experimentation to production deployment and real adoption, not the demo. I identify opportunities for automation, predictive analytics, AI copilots, and decision-support solutions, and stand behind getting them live.

KPIs, business case & LLM economics

I define KPIs, success metrics, and ROI frameworks for every AI initiative. I manage operational costs: cloud consumption and LLM token economics, with use-case- and cost-based model routing to sustain margin at scale.

AI governance, quality & C-level stakeholders

I partner with engineering to ensure governance, responsible AI, architecture reviews, quality controls, and scalable delivery. I present recommendations to C-level executives and translate complexity into business decisions, 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 prioritize the initiative portfolio, define the business case, and stand behind full delivery, from proof of concept through production deployment and adoption.

- **Agent Squad AI** — Led, as product owner, an enterprise multi-agent orchestration platform: 16 AI agents coordinated in production under a supervisor with a human gate, with governance, observability (tracing, evaluation, canary), and mandatory quality controls in production. Defined ROI-ranked adoption roadmaps and the transition from manual processes to automated workflows.
- **LLM economics & operational costs** — Implemented use-case- and cost-based model routing and cost discipline over cloud consumption and token economics, to sustain unit margin as volumes scaled.
- **LPDI Relacionamento** (impact investment fund) — Sold and delivered a digital transformation program: 260+ project cycles automated with AI on a portfolio management platform, with KPIs and quality gates tied to client sign-off.
- **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 services (regulated)

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

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

Aug 2012 – Apr 2021 · Insurance, pensions, banking, healthcare

- 9+ years leading digital transformation projects across insurance and regulated financial services — **Cardif** (BNP Paribas insurance), **Porvenir** (pension fund), **Colsanitas** (health & insurance), 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

- Took to production one of the first enterprise multi-agent platforms operating in LATAM: 16 AI agents coordinated 24/7 with governance and observability.
- Led the office's largest consulting account for Grupo AVAL, Colombia's largest financial holding.
- 9+ years on projects in insurance and regulated financial services (Cardif, Porvenir, Colsanitas), where compliance and risk are the norm.
- 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.
- Built the AI practice of a young firm from scratch, taking AI products from concept to production with enterprise clients.

TECHNICAL DOMAIN — AI PRODUCT & GENAI

AI & GenAI: LLMs (Claude, GPT-4o, Gemini, Azure OpenAI) · multi-agent systems and copilots · RAG with vector retrieval · predictive analytics and decision support · model evaluation, observability, and governance in production · use-case- and cost-based model routing · LLM token economics.

Strategy & delivery: AI product roadmap and prioritization · business cases and ROI frameworks · KPIs and success metrics · responsible AI and architecture reviews · cloud and enterprise platforms (Azure, AWS, GCP) · coordination of 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 EST teams