

Roberto Javier Aguirre Guardia

Head of Artificial Intelligence · AI Architecture, Agents, Voice & Automation

aguirrerjg@gmail.com +57 317 675 0419 Bogotá, Colombia linkedin.com/in/roberto-javier-aguirre-guardia
Daily work with US clients

PROFILE

Hands-on AI architect and Head of AI. **I design the menu and run the kitchen:** I decide how agents are architected, which frameworks and tools we standardize on, and what "good" looks like — then the production team builds to my spec. I've shipped **production AI agents, voice/automation pipelines and custom integrations to paying clients who still use them today** — not slide decks. I architect for margin: fast, lean builds that account for dev hours and tooling cost, never over-engineered. That work earned DigitalHubAssist a **partnership with Anthropic**. Deep, build-it-myself expertise across LLM APIs, agent architectures and automation pipelines, on a 20+ year foundation delivering software in insurance, banking and other regulated domains — so I understand the business problem before I architect the system. I talk margin and business impact with sales, and architecture with engineers. MBA, Tecnológico de Monterrey.

WHERE I SET THE BAR

Agent architecture & design standards — frameworks, patterns, and the definition of "good" · production AI agents, voice/TTS and workflow automation · margin-conscious, lean builds over over-engineering · reviewing and approving architecture before production starts · mentoring a production team to execute to spec · scoping deals with sales/marketing — what's sellable, deliverable and profitable · staying ahead of the LLM/agent tooling landscape and deciding what we adopt · the judgment to say "this won't work" or "this will take longer" — and be right.

EXPERIENCE

DIGITALHUBASSIST AI & AI4MANAGERS · Founder & Head of Artificial Intelligence

2024 – Present · digitalhubassist.ai · Remote, US clients

- **Own the architecture** — Designed the architecture of an AI agent squad: standardized the frameworks, patterns and tooling, and set the quality bar with explicit QA and a human approval gate before anything ships. The production agents build to my spec; I review and approve the design before any build starts.
- **Production AI for paying clients (still in use today)** — Shipped production AI agents, integrations and automations across **insurance/financial and marketing** use cases — including a live client-facing relationship-management platform in daily production and a productized AI SaaS — deployed for paying clients who actively use them now, not pilots.
- **Architecture for margin + final technical authority** — Built cost-aware model routing and a lean Postgres/pgvector + agent-orchestration substrate so every design accounts for dev hours and tooling cost. This work earned DigitalHubAssist a **partnership with Anthropic** (makers of Claude), with partner-exclusive access to the Claude Certified Architect track. I also partner with growth/marketing to scope what's sellable, deliverable and profitable.

NTT DATA COLOMBIA · Consulting Manager — Account & Delivery Ownership

Apr 2021 – Sep 2024 · Financial services & insurance

- Owned the **largest consulting account in the office** (Grupo AVAL, Colombia's largest financial holding) — full delivery and stakeholder relationship across engineering squads and external vendors, reporting KPIs directly to C-level. Deep exposure to insurance, banking and underwriting/claims-style operational workflows.

VASS · GLOBAL HITSS · TECNOCOM · INDRA · SOLUZIONA · Software Architect & Delivery Lead — Consulting

2000 – 2021 · Insurance, banking, pensions, health, utilities

- 20+ years architecting and delivering software across demanding, regulated verticals (Cardif insurance, Porvenir pensions, Colsanitas health) — which is how I learn a vertical's operational reality fast and architect the right system for it.

TECHNICAL STACK

LLMs & agents: Claude / Anthropic (daily; partner) · OpenAI · multi-agent orchestration with supervisor + human-gate patterns · RAG (embeddings, pgvector / pgvectorscale) · evals & observability (OpenTelemetry, Langfuse) · durable workflows (Inngest).

Automation, voice & infra: workflow automation (n8n, Make, Zapier) · voice/TTS & avatar pipelines (ElevenLabs, HeyGen) · APIs & custom scripts · Docker substrate · cost-aware model routing for margin. **Foundation:** 20+ years of software/systems architecture and delivery.

EDUCATION & CERTIFICATIONS

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

Systems Engineering (Top Tertile) · Universidad de Lima, Peru · 1999

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

LANGUAGES

Spanish: native (Peru / Colombia) **English:** professional — direct technical communication with US clients