Roberto Javier Aguirre Guardia

Strategy and Operations Manager — Fintech, Payments and Digital Economy

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PROFESSIONAL SUMMARY

Strategy and Operations professional with 15+ years of end-to-end ownership in fintech, digital payments and fast-scaling technology environments across LATAM. Deep understanding of the payments ecosystem — card payments, acquiring, APMs, settlement, FX and cross-border flows — with proven ability to translate strategic initiatives into measurable operational outcomes. Experienced driving ambiguous, zero-to-one programs: defining KPIs, aligning stakeholders from engineering to C-suite, managing vendors and tracking performance against targets. Systems Engineer with MBA; SQL and Python for data-driven decision-making. Thrives in high-velocity environments where ownership and speed of execution matter.

PROFESSIONAL EXPERIENCE

DIGITALHUBASSIST LLC — Oct 2024 to Present

Head of Strategy, Product and AI Operations

Built and operated a GenAI/SaaS platform for healthcare professionals across LATAM from the ground up. Owned full program lifecycle: strategy, roadmap, vendor selection, launch and post-launch optimization. Designed operational frameworks to track activation, retention and unit economics. Coordinated cross-functional squads under ambiguous conditions with no prior playbook. Established partnerships with third-party AI providers and managed contracts end-to-end.

NTTDATA COLOMBIA — Apr 2021 to Oct 2024

Delivery and Strategy Manager — Banking (Grupo AVAL)

Led strategy and operations for the firm's largest engagement in Colombia, serving Grupo AVAL — a banking conglomerate with 40M+ clients. Oversaw simultaneous delivery tracks, owned P&L, and maintained the lowest staff turnover in the practice. Recovered financial viability of a critical client project (Promigas) through operational restructuring. Built C-level relationships as strategic counterpart to banking and fintech stakeholders.

VASS COLOMBIA — Apr 2018 to Apr 2021

Digital Operations and Product Manager — Financial Services

Directed digital channel operations for Porvenir, Colombia's largest private pension fund. Led delivery of payment and self-service solutions for millions of users. Coordinated integration with payment processors and local APMs; defined KPIs to reduce transaction friction and improve settlement rates. Won LATAMDIGITAL 2019 award. Led migration of transactional portals to Azure without service interruption.

GLOBALHITSS — Nov 2015 to Apr 2018

Digital Operations Lead — Payments and Financial Platforms

Led operational delivery of digital commerce and banking platforms for CARDIF and COLSANITAS. Coordinated integration with payment processors and financial APIs; tracked performance against SLAs, conversion targets and operational budgets. Worked across tech, legal, operations and marketing to ensure compliant and high-performance payment flows.

TECNOCOM COLOMBIA — Aug 2012 to Nov 2015

Digital Transformation Program Lead

Directed digitalization programs for Colombia's Judicial Branch across multiple public entities. Defined scope, built business cases, managed stakeholder alignment and led cross-institutional delivery on time and within budget with no existing operational infrastructure.

CORE SKILLS

Payments and Fintech: Card payments, acquiring, APMs, PSPs, settlement and reconciliation, FX and cross-border flows, open banking, digital wallets, LATAM regulatory frameworks (Peru, Colombia)

Data and Tools: SQL for operational analytics, Python (scripting/automation), AI-augmented workflows, Jira, Confluence, Agile/Scrum, PMP methodology

Strategy and Operations: OKR/KPI definition, operational performance tracking, vendor management, P&L ownership, business case development, go-to-market execution, post-launch iteration

Cross-functional Leadership: Stakeholder alignment (engineering, finance, legal, commercial), C-level communication, multicultural global teams, ambiguity management in fast-paced environments

EDUCATION

Master of Business Administration (MBA) — 2004

Tecnologico de Monterrey, Mexico

Bachelor of Science, Systems Engineering — 1999

Universidad de Lima, Peru — Top Third of Graduating Class

CERTIFICATIONS AND RECOGNITION

- Project Management Professional (PMP), PMI
- AI for Product Management, Pendo and Mind the Product
- Generative AI Fundamentals, Google Cloud
- Digital Experience Platform Expert, Liferay
- Speaker, CLARO Technology Summit — digital transformation and operations
- Founding Professor, Innovation in PM, Universidad Sergio Arboleda
- Featured in DINERO magazine, MedicalHubAssist regional digital health impact
- Bilingual: Spanish (native), English (fluent, C1)