

# Roberto Aguirre Guardia

DIGITAL TRANSFORMATION CONSULTANT | AI STRATEGY & OPERATING MODEL DESIGN

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## PROFESSIONAL SUMMARY

Senior Digital Transformation Consultant with 12+ years leading technology-enabled business transformations across financial services, healthcare, and enterprise environments in LATAM and global markets. Proven track record advising C-level executives on operating model redesign, AI adoption roadmaps, and benefits realization at scale. Combines rigorous consulting methodology — structured problem-solving, stakeholder alignment, Agile at scale — with hands-on expertise in intelligent automation, multi-agent AI systems, and data-driven decision frameworks. Founder of AI-native platforms impacting 500+ organizations across five LATAM markets. Fluent executive communicator in English and Spanish; experienced working with cross-functional, multi-country teams across LATAM and Europe.

## PROFESSIONAL EXPERIENCE

### Founder & Managing Director — Digital Transformation Practice

2022 – Present

DigitalHubAssist LLC & MedicalHubAssist Peru · Colombia · Mexico · USA

- Designed and led end-to-end digital transformation programs for healthcare and enterprise clients across Peru, Colombia, and Mexico, encompassing process assessment, To-Be operating model definition, and technology roadmap execution.
- Advised C-level executives (CMOs, COOs, CEOs) on AI adoption strategy, building business cases and governance frameworks for generative AI deployment in regulated environments.
- Architected and delivered a multi-agent AI platform that automated clinical and administrative workflows, improving specialist access in tier-2/3 cities and reducing operational lead times by over 40%.
- Navigated complex LATAM regulatory frameworks (health data, privacy, cross-border data flows) to enable compliant AI adoption — directly comparable to CX outsourcing regulatory challenges at enterprise scale.
- Built change management frameworks for AI adoption, including capability assessments, training programs, and KPI dashboards for benefits realization tracking.
- Recognized in *Revista Dinero* (Colombia) for innovation in AI-enabled healthcare access.

### Founder & Lead Consultant — AI Strategy & Change Management

2023 – Present

AI4Managers LATAM (remote)

- Built and leads a practitioner community of 500+ operations and technology managers across LATAM, generating empirical research on AI adoption patterns in enterprise management roles.
- Designs and delivers executive upskilling programs on generative AI for operations, finance, and technology leaders — translating complex AI concepts into actionable transformation levers.
- Developed proprietary change management frameworks for organizations transitioning to AI-augmented operating models, covering people readiness, process redesign, and value measurement.
- Produces applied research on AI impact on managerial productivity, used as a reference by firms designing workforce transformation strategies in LATAM.

### Senior Manager — Digital Transformation & Consulting

2015 – 2022

NTT DATA / VASS / GlobalHitss Colombia · Peru · Spain (regional exposure)

- Led end-to-end digital transformation engagements across banking, pension funds, and public services at regional scale, managing cross-functional teams of 15–40 across business, technology, data, and operations tracks.
- Served as primary C-level interface on NTT DATA's largest consulting account (Grupo AVAL — Colombia's leading financial group), overseeing a multi-project portfolio with combined budget exceeding USD 5M and delivering against agreed KPIs and benefits realization milestones.
- Directed the modernization of Fondo de Pensiones Porvenir's digital channels, migrating transactional portals to Azure and redesigning the customer operating model — recognized with the LATAMDIGITAL 2019 Award for digital innovation in financial services.
- Designed target operating architectures and multi-year transformation roadmaps aligned to C-level strategic objectives; facilitated executive workshops on digital strategy, value levers, and investment prioritization.
- Recovered financial viability of a distressed enterprise engagement (Promigas) through scope renegotiation, team restructuring, and accelerated delivery — restored client confidence and achieved on-time delivery within revised parameters.
- Institutionalized Agile at scale (SAFe, Scrum) in traditionally waterfall organizations, acting as a lever for cultural transformation alongside process change; lowest team attrition rate in the practice.
- Collaborated with delivery teams in Spain, Colombia, Peru, and Mexico — building cross-cultural stakeholder management skills directly applicable to global accounts.

### IT Strategy & Transformation Consultant

2012 – 2015

Tecnocom Colombia Colombia

- Delivered IT strategy and process optimization mandates for mid-market financial services and telecom clients, applying Lean methodology to reduce operational costs and cycle times.
- Led digitalization of judicial management processes for Rama Judicial de Colombia under PMP methodology, coordinating interinstitutional cooperation across government entities.
- Speaker at CLARO Technology Summit on digital transformation strategy — developed executive communication skills presenting to senior business stakeholders.

## EDUCATION

### Master of Business Administration (MBA)

2004

Tecnologico de Monterrey — Mexico | Focus: Strategy & Technology Management

### Bachelor of Engineering — Systems Engineering

1999

Universidad de Lima — Peru | Graduated in top third of class

### Executive Education — AI for Business Leaders

2022–2025

Continuous development: AI product management, LLM architecture, data strategy, and enterprise AI governance frameworks (2022–2025)

#### CORE COMPETENCIES & TECHNICAL SKILLS

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**Consulting & Strategy:** Operating model design, transformation roadmaps, business case development, benefits realization, portfolio management, executive advisory

**Change Management:** Stakeholder alignment, organizational readiness, capability building, adoption tracking, cultural transformation frameworks

**Methodologies:** SAFe / Scrum (Agile at scale), Lean / Six Sigma principles, PMP / PRINCE2-aligned, structured problem-solving (MECE), systems thinking

**AI & Intelligent Automation:** Multi-agent AI orchestration, LLM strategy, generative AI governance, AI product design, workflow automation at scale

**Data & Analytics:** KPI framework design, data-driven decision making, SQL, Python (analytical), management dashboards, performance reporting

**Enterprise Technology:** Cloud platforms (Azure, AWS basics), API architecture, SaaS integration, ERP ecosystem knowledge, digital channel modernization

#### LANGUAGES & CERTIFICATIONS

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**Spanish:** Native

**English:** Fluent — C1/C2 (professional advisory, executive presentations, written deliverables)

**Agile / Scrum:** SAFe practitioner, Scrum-certified

**AI Product Management:** Certified (2023–2024)

**PMP-methodology aligned:** Enterprise project governance

**Azure Fundamentals (AZ-900)** — in progress

#### SELECTED ACHIEVEMENTS & RECOGNITION

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- LATAMDIGITAL 2019 Award — Fondo de Pensiones Porvenir digital transformation (VASS)
- Featured in *Revista Dinero* (Colombia) for innovation in AI-enabled healthcare access via MedicalHubAssist
- Speaker at CLARO Technology Summit — Executive audience, digital transformation strategy
- Founding Faculty — Specialization in Project Management, Universidad Sergio Arboleda; guest lecturer, Universidad Externado de Colombia (Master's program)
- Built AI practitioner community of 500+ LATAM business leaders generating applied research on enterprise AI adoption