

EDGARD AGUIRRE ROZZO

VP of Engineering | Director of AI Strategy | Head of Engineering, LATAM
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PROFESSIONAL SUMMARY

Technology leader and AI strategist with 15+ years of experience in engineering leadership, AI strategy, and organizational design. Proven track record building, scaling, and transforming high-performance engineering organizations across Latin America (LATAM) for U.S. and international companies, growing operations from early-stage teams to 140+ employees across 3 countries (Colombia, Peru, Mexico). Currently leading technology assessments for private equity (PE) M&A transactions and defining AI implementation roadmaps for portfolio companies at Cuesta Partners, while co-founding WeThink, an AI consulting firm driving digital transformation across the Latin American market.

Core strengths: AI strategy and implementation, technical due diligence for mergers and acquisitions (M&A), engineering operations and org design, change management, cross-functional team leadership, strategic planning, stakeholder management, and P&L oversight. Combines hands-on technical expertise with senior-level strategic vision and data-driven decision-making to deliver measurable business outcomes and operational excellence across distributed, multi-country engineering environments.

CORE COMPETENCIES

AI Strategy & Implementation | Artificial Intelligence (AI) / Machine Learning (ML) | Large Language Models (LLMs)
Agentic AI | Retrieval-Augmented Generation (RAG) | Generative AI (GenAI) | AI Governance & Ethics
AI Roadmap & Backlog Definition | AI Product Development | Prompt Engineering | AI Adoption
Technology Assessment | Technical Due Diligence (M&A) | Digital Transformation | Change Management
Engineering Leadership | Org Design | Nearshore Delivery | LATAM Technology Operations
Cross-functional Team Leadership | Stakeholder Management | Strategic Planning | P&L Management
Agile / Scrum / OKRs / KPIs | Software Development Life Cycle (SDLC) | DevOps / CI/CD
Cloud Architecture: Amazon Web Services (AWS), Microsoft Azure, Google Cloud Platform (GCP)
Talent Development & Coaching | Remote Team Management | Operational Excellence | Budget Management

PROFESSIONAL EXPERIENCE

Tech Lead, LATAM – M&A & AI Strategy

Jul 2025 – Present

Cuesta Partners (backed by Riveron / Kohlberg) | Medellín, Colombia (Remote)

- Lead technology assessments and technical due diligence for private equity M&A transactions, evaluating software architecture, platform scalability, SDLC maturity, and engineering team capabilities to identify investment risks and growth opportunities.
- Define and implement AI backlogs and roadmaps for portfolio companies, including agentic AI solution design, prioritization frameworks, and phased implementation plans that align AI adoption with measurable business outcomes.
- Provide regional engineering leadership across distributed LATAM teams, aligning execution standards, delivery practices, and decision quality while developing senior technical talent and strengthening architectural governance.
- Support AI strategy initiatives for PE-backed companies, bridging technical depth with stakeholder communication to inform investment decisions and post-acquisition transformation planning.

Tech Co-Founder – AI Consulting & Digital Transformation

Jan 2025 – Present

WeThink | IA | Colombia

- Co-founded and scaled an AI consulting firm driving digital transformation across Colombia and Latin America, serving enterprise clients in real estate, retail, laboratories, healthcare, and construction.
- Led end-to-end AI strategy engagements: use-case identification, solution design, vendor evaluation, AI roadmap development, and enterprise implementation, aligning AI investments with operational efficiency, scalability, and ROI.
- Designed and delivered sector-specific AI training programs focused on change management, AI-oriented mindset adoption, and hands-on tool enablement (ChatGPT, Copilot, Midjourney, n8n), producing measurable productivity gains.
- Defined product vision and go-to-market strategy for AI-enabled SaaS solutions serving small and mid-sized businesses (SMBs).

Product Co-Founder

Feb 2025 – Nov 2025

Zzendo | Colombia

- Led product strategy and development of an AI-powered content platform for SMBs, applying lean product management, user-centered design, and data-driven iteration to deliver AI features from concept to production.

Tech Hub Director / Director of People & Culture, LATAM

Jan 2022 – Mar 2025

Rush Street Interactive (RSI) | Medellín, Colombia

- Scaled RSI's LATAM technology operation from inception to 140 high-performance employees across Colombia, Peru, and Mexico, owning full P&L and managing both engineering delivery and people operations.
- Directed a 40-person engineering team delivering real-money gaming products; coached and mentored engineering managers to ensure high-quality software delivery, Agile best practices, and engineering excellence.
- Created and executed talent development and retention strategies, reducing annual employee turnover to below 10% and building a high-performance engineering culture across 3 countries.
- Shaped software development roadmaps and led cross-functional Agile teams (engineering, product, design, QA) to achieve delivery KPIs, improving time-to-market and product quality.
- Established the operational foundation for current work in AI strategy, technology assessment, and digital transformation through 4+ years of multi-country engineering leadership.

Senior Engineering Manager

Jan 2021 – Aug 2022

Rush Street Interactive (RSI) | Colombia

- Established a new engineering hub in Colombia: led hiring, team building, and cross-functional engineering team formation, scaling from 0 to 40+ engineers in 18 months.
- Coached and mentored multiple Engineering Managers; owned product delivery for the business unit, ensuring engineering excellence and stakeholder alignment.

Delivery Manager – Operations, Accounts & Engineering

Aug 2019 – Dec 2020

TEAM International | Medellín, Colombia

- Managed nearshore engineering delivery for North American clients with a team of 70+ engineers, balancing technical oversight, account management, and strategic planning.
- Initiated and led IoT vertical, expanding company capabilities into emerging technology and generating new revenue streams.
- Sustained team growth and client relationships during COVID-19 through proactive stakeholder management and operational resilience.

Managing & Technology Director, Partner

Jun 2017 – Jul 2019

Matter Supply Co. | Medellín, Colombia

- Built a nearshore software engineering operation from 3 to 22 engineers, managing full P&L, pre-sales, technical architecture, and client delivery for tier-1 accounts (Nike, BMW, Impossible Foods).

Technical Resources Manager / Senior iOS Engineer

Apr 2016 – Jun 2017

Huge Inc. | Colombia

- Led a global technical support team across 14 offices (Fortune 100 digital agency), unblocking stagnant projects. Built IoT laboratory integrating AI technologies (AWS Comprehend). Contributed to Zelle (digital payments) iOS development. Founded Huge Academy for local digital skills training.

Earlier Engineering & Leadership Roles

2011 – 2016

Ride.com (NY) | Globant | Kogi Mobile | Professional Medical Assistance | DATAPOWER | Studies Planet (London)

Senior iOS Engineer (Ride.com): Mobile app lifecycle, design to App Store launch. Senior Developer (Globant): Enterprise iOS, iBeacon indoor positioning. Software Engineering Manager (Professional Medical Assistance): EMR system development. Director of Technology (DATAPOWER): Technology and sales department leadership. London Branch Director (Studies Planet, UK): International expansion and 8-person business development team.

EDUCATION

Certificate in Applied Generative AI, Information Technology

2025

Johns Hopkins University Advanced Academic Programs

Master of Science (MSc), Information Technologies

2008 – 2010

University of East London

TECHNICAL SKILLS

Artificial Intelligence (AI) & Machine Learning (ML): Large Language Models (LLMs), Generative AI (GenAI), Agentic AI, Retrieval-Augmented Generation (RAG), Prompt Engineering, AI Governance, Natural Language Processing (NLP), AI Product Development, n8n, ChatGPT, GitHub Copilot, Midjourney

Cloud & Infrastructure: Amazon Web Services (AWS), Microsoft Azure, Google Cloud Platform (GCP), Docker, Kubernetes, CI/CD Pipelines

Software Engineering: JavaScript, TypeScript, Python, React, iOS / Swift, Micro-frontends, REST APIs, Microservices Architecture

Methodologies: Agile, Scrum, Kanban, OKRs, KPIs, SDLC, DevOps, Lean Product Management, Data-Driven Decision Making

CERTIFICATIONS

ICAgile Certified Professional (ICP) – Agility in HR | Scrum Product Owner Professional Certificate | Scrum Master Professional Certificate (SMPC®) | Automation & AI with n8n

LANGUAGES

Spanish: Native | English: Native or Bilingual Proficiency