

Álvaro Abril

TECHNOLOGY ENTREPRENEUR & MARKETER

Medellín Metropolitan Area, Colombia

TEL	+57 305 322 1527
MAIL	alvaro@abril.pro
IN	linkedin.com/in/alvaroabril
WEB	sistemasgeniales.com
WEB	abril.pro

AI	SOFTWARE	DIGITAL	AUTOMATION	GAMIFICATION	GROWTH
Artificial Intelligence	Development	Transformation	Process Design	Game Design	Marketing

PROFESSIONAL SUMMARY

Founder and technology entrepreneur with more than 25 years of experience creating and leading technology ventures, digital platforms, and software products. Founder of **Geniales.co** and **LifeFlux.co**, focused on software development, artificial intelligence, digital marketing, process automation, gamification, and emerging technologies. Software architect and hands-on developer experienced in web applications, APIs, databases, automation systems, IIoT, and scalable digital ecosystems.

CORE SKILLS

· Solutions Architecture
· Artificial Intelligence
· Software Development
· Digital Transformation
· Process Automation
· SaaS & CRM Platforms
· Gamification & Game Design
· Website Development
· Digital Marketing & Social Media

TECHNICAL EXPERTISE

React · JavaScript · SQL · HTML · LiveCode · Claude
ChatGPT · Gemini · Filmora · Kling AI · HeyGen

LANGUAGES

· Spanish · Native
· English · Professional Working
· French

APPLICATIONS & VENTURES

Geniales.co · LifeFlux.co · MundoMagi.co
GoldTower.pro · GoldCRM.pro · Abril.pro

HONORS & RECOGNITION

· Mathematics Contest Finalist · Top 50, Colombia
· Speaker · Marketing, Peru Gaming Show
· Speaker · Marketing, WebCongress
· Speaker · TechnoMarketing, Peru Gaming Show
· Speaker · Games Development, Caribbean Gaming Show
· Panelist · Horasis Global Summit, AI & Society · November 2026

PUBLICATIONS

Owner and publisher · KingNews.Online

EDUCATION

Pontificia Universidad Javeriana
Electronic Engineering · 1983·1990

CAREER HIGHLIGHTS

International speaker on IoT in the casino industry, gaming technology, marketing, game design, outbound marketing, and high-impact innovation. Founder of multiple technology ventures and digital platforms, with a proven track record of turning business ideas into scalable technology products across Colombia, Latin America, and global markets.

PROFESSIONAL EXPERIENCE

KingNews.online · Director

July 2026 · Present | Medellín, Colombia

Director of a specialized digital magazine covering the global gaming industry, artificial intelligence, innovation, marketing, and business. Its mission is to transform information into strategic value for executives, entrepreneurs, operators, investors, and technology professionals.

YAMIZU · Vice President of Sales

December 2025 · Present

Lead global commercial expansion of a Taiwan-based water technology company and its patented Alive Water purification systems. Responsibilities include developing international markets, establishing e-commerce infrastructure, and building distribution partnerships across North America, Latin America, and Europe.

IDTOLULAB · Innovation Manager

January 2026 · April 2026 | Toluviejo, Colombia

Connected engineering and social impact through technology innovation. Responsibilities included IoT product strategy for precision agriculture and smart cities; integration of LoRaWAN, 5G, and LTE; AI integration; R&D; leadership for sensor prototypes; bridging the digital divide; and strategic ecosystem management. Represented the company's innovation vision at global events such as MWC Barcelona.

Sistemas Geniales / Geniales.co · Founder & Software Architect

August 2011 · Present | Medellín, Colombia

Lead software architecture and hands-on development for websites, applications, databases, APIs, and automation systems. Work includes UX/UI requirements, backend and frontend architecture, REST services, hosting and database administration, IIoT software for hundreds of sensors, progressive jackpot games for land-based casinos, mathematical simulations for Sedic, and multimedia production. Technologies include React, React Native, JavaScript, C#, Node.js, Laravel, SQL, Lovable, and N8N.

Corporación Universitaria Unisabaneta · Communications Manager

January 2023 · January 2026 | Sabaneta, Colombia

Contributed to the growth and expansion of extension, postgraduate, and undergraduate programs, strengthening industry engagement and generating projects aimed at improving community living conditions.

Avia Soluciones Hoteleras · Commercial Representative, Colombia

May 2021 · July 2023 | Medellín, Colombia

Coordinated commercial activities to expand the network of hotels using Avianet, a technology platform and shared-services solution. Avia is a subsidiary of the Aviatur Group.

YAMIZU · Global Sales & Marketing Manager

June 2022 · August 2022 | Taiwan

Developed international markets for Yamizu.com, a Taiwan-manufactured water treatment device designed to eliminate heavy metals and 93% of bacteria contained in drinking water.

Softgic · Consultant

January 2022 · August 2022 | Sabaneta, Colombia

WordPress development, SEM campaign management for Millete, and corporate relationships.

LiveCode · Guest Speaker

April 2022 | Scotland, United Kingdom

Invited speaker on high-impact game algorithms and software design. Shared experience in full-stack development, mathematics, IoT, artificial intelligence, probability analysis, simulations, and game theory.

Penteon, USA · Full-Stack Developer, IIoT

January 2020 · November 2021 | Remote

Designed software for processing large datasets from IIoT sensors in the Middle East, supporting industrial applications and connected devices.

Caribbean Gaming Show · Guest Speaker

September 2020 | Santiago, Chile

Delivered a conference about the Internet of Things in the casino industry for business audiences from the Americas and Europe.

La Mayorista · IT Consulting Specialist

July 2019 · July 2020 | Itagüí, Colombia

Led development and implementation of technology tools for logistics operations serving more than 1,800 wholesale and retail food stores. Developed marketing games for the commercial area.

Servisoft S.A. · Senior Marketing Communications Manager

June 2019 · March 2020 | Medellín, Colombia

Managed marketing, WordPress website development, CRM connectivity using JavaScript, social media operations, communications, and corporate relations.

Renal VI · Element · Full-Stack Developer

February 2019 · September 2019 | Medellín, Colombia

Marketing management, WordPress development, Android and iOS application development, website creation, and company marketing operations.

PROFESSIONAL EXPERIENCE (CONTINUED)

Hemisferios · Co-Founder

February 2017 · August 2019 | Medellín, Colombia

Entrepreneurial venture focused on loyalty systems and interactive promotional games.

Government of Antioquia · Webmaster, Digital Government

April 2016 · December 2017 | Medellín, Colombia

Coordinated compliance with Colombia's Digital Government Policy, website development and maintenance, and citizen communications using WordPress and Joomla.

Energía y Potencia · Digital Marketing Manager & Webmaster, Tecnigreen

September 2015 · April 2016 | Medellín, Colombia

Managed marketing, WordPress development, digital brand expansion for solar energy products, and website development.

Dineroclub · Editor-in-Chief

October 2012 · October 2015 | Medellín, Colombia

Led a digital magazine with more than 10,000 daily visitors, recognized in the business community.

Dineroclub · Advanced WordPress Designer

October 2015 | Medellín, Colombia

Website design and WordPress publishing.

Servisoft S.A. · Marketing Manager

December 2014 · August 2015 | Medellín, Colombia

Developed the company website and CRM connectivity; managed social networks, communications, and corporate relations.

TTH Gaming · Information Technology Manager

March 2005 · January 2015 | Guatemala

Developed technology policies and infrastructure, managed servers, and created interactive games for clients.

Grupo Masaris · Vice President, Marketing Operations

July 2013 · January 2014 | Lima, Peru

Led game development and loyalty initiatives.

Perú Gaming Show · Speaker

August 2013 | Lima, Peru

Speaker on marketing for the casino industry, addressing more than 400 conference attendees.

Dynamic Modular System · Global Business Development Manager

January 2007 · August 2013 | Medellín, Colombia

Developed strategies to increase the software company's market share in Latin America; website development and social media.

Perú Gaming Show 2012 · Speaker

August 2012 | Lima, Peru

Presented on gamification in the gaming industry.

Divertia · Chief Information Officer

January 2005 · December 2006 | Guatemala

Led information technology operations supporting more than 300 users.

Cirsa Panamá · Chief Information Officer

July 2005 · July 2006 | Panama

Led IT operations and infrastructure restructuring for more than 2,000 users across 30 offices and sales points, with more than 9,000 connected slot machines.

CIRSA · Games Strategy & Marketing

August 2004 · December 2004 | Lima, Peru

Developed 10 games for the company's points of sale.

Winner Group S.A. · CIRSA Colombia · IT Manager

September 1999 · September 2001 | Bogotá, Colombia

Web development, server administration, and game design.

World Casino Systems · Co-Founder

October 1995 · October 1999 | Bogotá, Colombia

Software and game development, including hardware and software projects for the casino industry.