# Marcelo Retana

Full Stack Developer & Entrepreneur

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## SUMMARY

Serial entrepreneur passionate about technology and helping businesses and people grow. Full-stack developer with 10+ years of experience building scalable web applications for Fortune 500 companies and startups. Loves getting involved with product, UX, and UI. Expert in React, Next.js, Node.js, and cloud architecture. Founder of GEXP Software.

## EXPERIENCE

### GEXP Software
2017 - Present

Founder & CEO

Leading a software agency delivering innovative digital products, design services, and staff augmentation for startups and enterprises worldwide.

### Universal Music Group
2018 - Present

Senior Software Developer

Full-stack development with React, Node.js, and AWS. Building dynamic interfaces and managing cloud operations for one of the world's largest music companies.

### Provectus
2020 - Present

Software Engineer

AWS Premier Consulting Partner. Working on AI solutions, MLOps, and cloud transformation projects for enterprise clients.

### Univision-Televisa
2016 - 2020

Full Stack Developer

Built and maintained high-traffic platforms including Univision.com and TUDN using Next.js, GraphQL, and modern web technologies.

### IBM
2019 - 2020

Senior Software Engineer

Built and maintained business process tools using React, Node.js, and IBM Carbon Design System.

### Prodigious Latin America
2013 - 2016

Full Stack Developer

Full-stack development for Bank of America. Built web applications following industry standards and best practices.

## TECHNICAL SKILLS

**Frontend**

React, Next.js, React Native, TypeScript, SSR/RSC, Tailwind CSS

**Backend**

Node.js, GraphQL, REST APIs, PostgreSQL, Redis, MongoDB

**Cloud & DevOps**

AWS, Hetzner, Coolify, Docker, CI/CD, Vercel

**AI & Tools**

Claude Code, Cursor, AI Workflows, Git, Figma

## VENTURES & PROJECTS

**GEXP Software**
Software Agency - Digital products for startups & enterprises

**GEXP Costa Rica**
Local Services - Empowering local businesses with technology

**Inflafest**
Events - Premier inflatable parks & festival experiences

**TicoGuides**
Tourism - Authentic Costa Rican adventures

## NOTABLE CLIENTS

Bank of America • IBM • Universal Music • BMW • Mercedes Benz • Pfizer • Univision-Televisa • Provectus • Automation Anywhere • 3Pillar Global