

Marcos Almeida

Technical Delivery Lead · build, ship and roll out software

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Technical delivery lead with 7+ years designing, building and rolling out business software across Europe, the Middle East and Brazil. Architected and shipped a multi-tenant hotel management system (PMS) now running all 21 hotels of a European group in 8 countries; led a team of 6 to deliver a \$120k ERP live in 3 countries; shipped LLM features to production. End-to-end delivery owner: scoping, build, testing, go-live, training and adoption.
Portuguese (native) · English and Spanish (fluent) · Italian (advanced)

\$650k+

revenue from projects I sold and delivered

21 / 21

hotels in 8 countries live on the PMS I built

6 weeks

from signed contract to go-live, training included

50 staff

live on an ERP delivered with a team of 6 across 3 countries

SELECTED DELIVERIES

European hotel group · NDA

Enterprise PMS rollout
Sold the platform outright, code and IP, for \$100k (£80k). Ran on-site training at the UK head office and turned it into the recorded onboarding used by every other hotel.
LLM features in daily use: booking-data analysis and upsell campaigns.

21 of 21 hotels in 8 countries live and still in use.

Lebanon and the Middle East

Built and launched a hotel PMS
Designed and shipped the full hotel operating system: reservations, billing, revenue analytics, a housekeeping mobile app, booking-channel sync and automated guest messaging. Rolled out in a cash economy with unreliable internet.

20+ hotels live in six months, typically 6 weeks from signing to go-live, training included.

Livestock trading · 3 countries

Multi-country ERP
Led a team of 6 through 4 months of build and 2 months of testing, matching the feature set of the market-leading commercial product. Ran the go-live on site in Oman and trained 5 key users, who trained the rest.

\$120k project, live for 50 staff in Oman, Saudi Arabia and Somaliland.

EXPERIENCE

2025 – present

Lumier Digital · Co-founder

AI-visibility agency run by AI agents: getting brands recommended by ChatGPT and other assistants

- Built an automated evaluation suite that simulates real customer conversations and compares behaviour, cost and latency across model providers; every release must pass it.
- Designed the AI agents that run the sales-to-delivery pipeline: prospecting, WhatsApp sales conversations in 3 languages, closing and product generation, with human handoff when needed (Claude, Groq, Next.js).

2025 – 2026

Lumiere Hospitality · Co-founder and technical lead

Hotel management software (PMS) for the Middle East and Europe

- Architected and shipped a multi-tenant SaaS platform (Next.js, TypeScript, PostgreSQL) with isolated data per client and a full operator layer: hotel provisioning, subscription billing, MRR and churn analytics.
- Shipped LLM features to production: pricing and promotion suggestions, campaign drafting and a guest trip planner.

	Signed 20+ hotels in six months, then sold the platform outright to a European hotel group; moved the remaining clients to a white-label version.
2022 – 2025	Independent Consultant · UK Marcos Almeida Limited - Led implementation of the multi-country ERP above, from requirements through acceptance testing and go-live: \$120k, a team of 6, live for 50 staff. - Led advertising, GDPR compliance and new-feature delivery for the owner of a UK online marketplace (10M+ visits a year) over a 3-year, \$450k (£360k) retained engagement. - Also delivered a CRM for a 20-property rental operator and a training programme for a UK fintech's Brazil launch.
2021 – 2022	Sabbatical · self-directed learning Upskilling while travelling long-term
2019 – 2021	Independent Developer · Brazil ADDALIB - Delivered a CRM for a dental-equipment distributor and took its Mercado Livre store to #2 in its category.
2018 – 2020	Systems and Business Development Specialist Apple service provider, Brasília · staff, then contractor - Led delivery of the company's ERP, customer-messaging automation and marketplace sales system, directing outsourced developers; negotiated contracts, including with the University of Brasília.

HOW I DELIVER

End-to-end ownership	Scoping, build, testing, go-live and adoption on every project above.
Technical depth	Designs and ships production systems end to end: a multi-tenant SaaS platform (Next.js, TypeScript, PostgreSQL), availability and booking sync with major booking channels, card payments, a mobile staff app, LLM features backed by automated evaluation, and self-hosted Linux deployments.
Change management	Trained teams in person, from managers to housekeeping · train-the-trainer for a 50-person ERP team · recorded onboarding adopted group-wide.
Stakeholders	Worked directly with owners as decision-makers: a European hotel group, a UK marketplace for 3 years, and public-sector contracts with the University of Brasília.
Commercial	\$650k+ revenue from projects I sold and delivered.

Delivery
Engineering
AI
Infrastructure
Data protection

Scoping and requirements · Agile ways of working (daily stand-ups, backlog prioritisation) · rollout planning · acceptance testing and go-live · training and change management · managing developers and vendors
Next.js, TypeScript, PostgreSQL (Supabase), SQLite · multi-tenant architecture · third-party API integrations: booking channels, payments, WhatsApp Business
LLM product features · conversational agents with human handoff · evaluation suites · multi-model routing with fallback · speech-to-text · cost and latency tracking
Linux, Docker, Nginx, PM2 · self-managed servers hosting multiple production apps
GDPR and LGPD (PUC-RS university course)