



FOR IMMEDIATE RELEASE

LifeWise Digital Appoints Luis Marcelo Cabrera as Chief Technology Officer

January 2, 2023 – LifeWise Digital, Inc., a leader in next-generation digital marketing solutions and the developer of the AI-powered AdTech platform [davie.ai](#), proudly announces the appointment of Luis Marcelo Cabrera as Chief Technology Officer.

Luis Marcelo Cabrera brings over two decades of expertise as an entrepreneur, systems architect, and chief information officer to LifeWise Digital’s leadership team. Renowned for developing innovative, patentable multimedia, and web-based software products, Marcelo has built a strong track record leading cross-disciplinary teams to create streamlined, customized technology solutions across multiple industries.

Marcelo’s technical depth spans enterprise architecture, cloud computing, virtualization, legacy systems integration, app development, web APIs, ERP, CRM, and cloud-hosted content distribution. As principal of Wellgate Technologies LLC and co-founder of several technology ventures, he has spearheaded the creation of mobile websites, low-level real-time interfaces, and robust data aggregation systems. His bilingual fluency in English and Spanish further enriches his leadership impact across global projects.

At LifeWise Digital, Marcelo’s hands-on experience includes managing backend services, designing cloud-based infrastructure for rewards and membership applications, and overseeing third-party platform integration. In prior roles, as Chief Information Officer and Chief Architect, he delivered scalable platforms across mobile, web, and enterprise stacks—including custom integration engines and advanced API services. His work has consistently resulted in productive and secure services tailored for the fast-changing needs of business clients.

Marcelo holds an Information Systems degree from Universidad de Mendoza, Argentina, highlighted by a thesis developing novel software and hardware for advanced data acquisition and processing. His dedication to technical excellence is matched by his commitment to volunteer work—serving as President of the Amateur Astronomers Association of New York for over a decade, where he promotes science and technology in the community.

“We are thrilled to welcome Marcelo as our Chief Technology Officer,” said Richard DeSimone, CEO of LifeWise Digital, Inc. “Marcelo’s command of enterprise architectures and passion for innovation enable LifeWise to deliver truly outstanding solutions for our clients. He is a driving force in advancing our mission to empower businesses with best-in-class, AI-driven marketing technology.”

Marcelo’s appointment underscores LifeWise Digital’s dedication to technical leadership and its commitment to delivering advanced digital tools for small and medium businesses. As CTO, Marcelo will oversee product strategy, technology development, and the architectural evolution of the [davie.ai](#) platform—ensuring LifeWise’s continued growth and competitive edge in digital marketing.

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