

Marian Veteanu

Director-Level Software Leader (ex-Abbott) | Cloud-Native SaaS & AI Platforms | Scale, Strategy, Delivery
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Visionary engineering and product leader with 20+ years driving enterprise SaaS modernization, platform architecture, and GenAI innovation. Scaled global teams, led \$10M+ initiatives, and delivered resilient, cloud-native platforms across regulated industries. Combines deep technical expertise with strategic product vision and entrepreneurial execution.

CORE COMPETENCIES

Technology & Architecture	Leadership & Strategy	AI & Innovation
Cloud-Native Architecture (Azure, GCP, AWS)	Engineering Team Leadership & Mentorship	AI Strategy (LLMs, RAG, MCP)
Microservices & Event-Driven Systems	Cost Optimization through Global Delivery Models	AI-Driven Product Innovation
C#, .NET, React, NodeJS	Agile Transformation & CI/CD Optimization	Document Intelligence & Code Generation (Azure AI)
Workflows (Temporal, Camunda, Azure Durable Functions)	Technology Roadmap & Business Alignment	Entrepreneurial Thinking & Innovation Initiative
DevOps, CI/CD, IaC		Thought Leadership
Observability (DataDog, NewRelic)	Product-Led Platform Design	

LEADERSHIP SUMMARY

- Directed architecture and engineering strategy for STARLIMS at Abbott, mentoring **300+ engineers**, and driving **three major modernization waves**—from legacy systems to Azure-based microservices and AI-integrated platforms.
- Owned end-to-end architecture for the **Core Technology Platform**, driving **cross-functional collaboration** with R&D, product, security, and services teams to accelerate platform adoption and product integration.
- Scaled and led distributed engineering teams** through growth and transformation, driving hiring, coaching, and org design. Boosted **engineering excellence** via tech talks and mentoring tracks.
- Influenced **multimillion-dollar enterprise deals**, acting as technology and security SME and aligning STARLIMS platform architecture with sales, marketing, and pre-sales to win Fortune 500 clients.
- Implemented **Agile at scale**, reducing iteration cycles from 6 months to 2 weeks, and eventually enabling daily deployments through **trunk-based deployment** and a streamlined **CI/CD pipeline**.
- Entrepreneurial activity:** Built and scaled **EdTech SaaS platforms** (37,000+ users).
- Trusted GenAI advisor on **LLMs, RAG pipelines**, and **AI-native architecture** for SaaS platforms.

STARLIMS / Abbott:

Head of Platform and Architecture (Director level) (2021 – 2024)

- Led **global architecture** and **platform strategy** across **300+ engineers**—defining vision, **aligning roadmap** with business goals, and driving standards, scalability, and engineering best practices.
- Designed STARLIMS' third-generation **modernization strategy**, enabling **scalability** from 300 to 3500 concurrent users, through an **event-driven microservices-based architecture** using **Azure PaaS** (AKS, APIM, Service Bus, Temporal) and on-prem components (Docker, RabbitMQ, Camunda).
- Drove cross-functional adoption of STARLIMS Platform, accelerating time-to-value and supporting multi-million-dollar Fortune 500 contracts.
- Managed **partnership with Microsoft** to validate enterprise-grade patterns for scalability and observability.
- Led technical due diligence and implementation to replace Tableau with Qlik, improving Advanced Analytics alignment with platform needs.
- Embedded secure-by-design principles and **OWASP Top 10** controls into CI/CD workflows, and coordinated regular **penetration testing** to proactively identify and remediate security vulnerabilities.
- Led AI-driven innovation with Azure AI Foundry, **LLMs**, and **RAG** for document automation and code generation.

Abbott:

Software Engineering Manager – Core Technology Platform (2010 – 2021)

- Owned the **Technical Vision and Architecture** for STARLIMS' core platform, aligning strategy with product and business goals.
- Led **35+ engineers** across global teams (NA, EMEA, and APAC), delivering key components including runtime, IDE, mobility, ELN, SDMS and high-performance ASTM E1381-91 drivers
- Directed the **second major modernization** of STARLIMS products and technology, migrating from legacy RIA/XFD to a **React HTML5 platform**, improving load times by 400% and increasing solution sales by 120%.
- Selected the core technology stack (**.NET Core / C#, React, Azure PaaS**) and overhauled **CI/CD** pipelines to streamline engineering workflows and accelerate release velocity.
- Scaled **Agile** across teams, cutting release cycles from 12 months to **2 weeks**.
- Partnered with Microsoft to integrate emerging technologies and strengthen platform competitiveness.
- Ensured compliance with **ISO 13485, Section 508C**, and **21 CFR Part 11** for STARLIMS as a regulated medical device, aligning with internal quality systems and external regulatory requirements.

STARLIMS:

Principal Application Architect & Principal Software Engineer (2003 – 2010)

- Led the **first major modernization** of STARLIMS architecture, transitioning from Visual Objects to **Microsoft .NET** and moving from client-server to scalable web-based systems, in close collaboration with executive leadership.
- Defined and implemented the technology stack (.NET/C# and Microsoft ecosystem)
- Architected and developed the **v10 Core Technology Platform** that included runtimes, a custom **DSL compiler** (.NET MSIL / Antlr) and visual IDE.
- Invented and built the XFD Framework - similar to Microsoft XAML, enabling responsive, browser-based UIs with a desktop-like experience (https://en.wikipedia.org/wiki/User_interface_markup_language#XFD).
- Spearheaded DevOps enablement, developing custom CI/CD and deployment pipelines to streamline release processes.

ENTREPRENEURIAL EXPERIENCE

CodeGuppy: Founder & CPTO (recent project)

- Founded and led [CodeGuppy.com](https://codeguppy.com), an independent EdTech SaaS platform serving **37K+ global users**, focused on making programming education accessible and engaging.
- Architected a **serverless, cloud-native platform** on GCP/Firebase, achieving cost-efficient scalability (under \$200/month)
- Authored "Illustrated JavaScript Coding Course", recognized by Microsoft's Scott Hanselman for its accessible and enthusiastic approach to programming education.
- Created a strong **thought leadership presence** by publishing articles on AI integration, cloud architecture, and platform engineering, engaging an audience of **7K+ LinkedIn followers**.
- In parallel, consult with clients on GenAI strategy, advising on **LLMs, RAG, MCP**, and **cloud architecture** for scalable, AI-enabled systems.

PowerTests: Founder & Software Architect (old project)

- Founded and built [PowerTests.NET](https://powertests.net), an early EdTech platform for browser-based assessments, developing both desktop and web-based versions using tech ahead of industry adoption.
- **Invented** the XML Bubbles Protocol (see [link](#)), enabling efficient real-time ASP web communication.
- Authored technical articles on software development, languages, and APIs in major industry publications.

EDUCATION

UPIT

- Master's Degree in Intelligent Communication Systems – 2004
- Bachelor of Engineering in Electronics (5-year degree) – 2002