

Marian Veteanu

Director of Engineering | Platform Architect | Mentor of High-Impact Teams | Software Entrepreneur

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Innovative Director of Engineering-level leader with 20+ years of experience driving engineering excellence, building and mentoring high-performance global teams, and delivering scalable, software solutions. Proven success in aligning technical strategy with business goals, modernizing legacy systems, and fostering a culture of innovation and continuous improvement.

CORE COMPETENCIES

- Engineering Team Leadership & Mentorship
- Scalable Software Architecture
- Cloud-Native Application Development
- Product & Technology Strategy
- SaaS / Multi-Tenant Architecture
- Modern AI / ML Platform Integration
- Cross-Functional Collaboration
- Agile Transformation & Process Improvement
- Security & Compliance Expertise (OWASP, 508C)
- DevOps & CI/CD Automation

PROFESSIONAL EXPERIENCE

CodeGuppy – Founder & Head of Engineering (2024 – present)

- Launched and scaled [CodeGuppy.com](https://codeguppy.com) as an independent EdTech SaaS platform adopted by 35,000+ global users, taking it from concept to production adoption in classrooms and online learning communities.
- Architected highly efficient **serverless infrastructure** on Google Cloud Platform (GCP), achieving sustainable growth with minimal operational overhead.
- **Built and nurtured a community** across X, YouTube, and email; used feedback loops to drive roadmap decisions.
- **Authored** “Illustrated JavaScript Coding Course”, a visual-first programming book aligned with CodeGuppy’s educational mission—**endorsed by Microsoft’s Scott Hanselman** as “*a book that is as positive and enthusiastic about programming as he is*”
- Currently leading the integration of **GenAI** into the platform, including a **RAG**-based code assistant to provide contextual coding support.
- Regularly publish **technical articles on LinkedIn** to share insights on Azure architecture, AI integration, cloud-native platforms, and engineering best practices—engaging a community of 7K+ followers and contributing to the broader tech ecosystem.

Abbott / STARLIMS – Sr. Software Research Manager & TPM (2021 – 2024)

- Acted as **Director of Technology and Architecture** for global product modernization efforts, overseeing modernization strategy and execution across **distributed engineering teams**.
- Developed the migration strategy of enterprise platform from monolithic architecture to **cloud-native microservices** using **Microsoft Azure, Kubernetes, and Docker** aligning with **cloud architecture best practices**.
- **Mentored and influenced** 200+ engineers across global teams in adopting platform standards, architecture patterns, and engineering best practices.
- Brought in **Microsoft cloud architects**, for validating design patterns and reference architectures for enterprise scalability, observability, and resilience.
- Provided requirements and significant architecture details and mentored **cross-functional engineering teams** to modernize Advanced Analytics from a Tableau-based solution to a cloud-native Qlik-powered SaaS product.
- Led **OWASP Top 10**-aligned security initiatives; established secure coding standards across the engineering org.
- Championed future-looking **Artificial Intelligence (AI) initiatives** by leveraging cloud-based AI platforms.

Abbott – R&D Software Engineering Manager (2010 – 2021)

- Directed **cross-functional, global software engineering teams** (25+ across NA, EMEA, APAC) and served as **chief architect and execution lead** for the STARLIMS Technology Platform used across all lines of STARLIMS products.
- Owned the **platform architecture strategy**, leading a successful multi-year transition from proprietary RIA/XFD to modern HTML5 web architecture, launching STARLIMS v11 and v12.
- Fostered a **culture of innovation** through **mentorship**, capacity planning, and **continuous skills development**.
- **Partnered with Microsoft** to adopt new technologies and maintain product competitiveness.
- Launched mobile platform capabilities as part of the **technology platform modernization** initiative.
- Introduced **Agile delivery at scale**, including **Scrum, Kanban, and hybrid models**, significantly reducing release cycles and improving cross-team collaboration.

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

- **Collaborated with executives** to lead STARLIMS' transition from client-server to a web-based architecture.
- Designed and implemented STARLIMS v10 **Technology Platform** (similar to Salesforce Lightning) based on a **scalable SOA architecture** using SOAP-based web services.
- **Invented** and developed the **XFD Rich Internet Application (RIA) Framework** ([wikipedia link](#)), enabling modern interactive UI experiences similar to Microsoft XAML technology.
- Built and launched complementary products such as ELN and high-performance ASTM drivers.
- Instituted **Agile methodologies** and reduced release cycles to bi-weekly.

PowerTests – Founder & Software Architect (1997 – 2003)

- **Designed and developed** PowerTests Desktop and .NET versions ([link](#)) with advanced DHTML and AJAX-like technologies before they became standard.
- **Invented** the XML Bubbles Protocol ([link](#)), enabling efficient real-time ASP web communication.
- Authored and **published technical articles** on leading software development technologies, languages and APIs in major industry publications (photocopies of articles available on request).

EDUCATION

UPIT

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

SKILLS

Leadership & Process

- Engineering team leadership, mentoring, cross-functional collaboration
- Agile (Scrum, Kanban), CI/CD, DevOpsSec, Product Strategy

Cloud & Architecture

- Cloud-native SaaS, multi-tenant systems, scalable microservices
- Azure, GCP, AWS, Docker, Kubernetes, Infrastructure as Code

AI & ML Integration

- Generative AI (GenAI), LLMs, RAG, NLP, Intelligent Document Processing

Languages & Frameworks

- .NET / C#, JavaScript, HTML5, Node.js, REST APIs

ONLINE PROFILES

PERSONAL PROFILES

- About me Site: <https://mveteanu.me>
- LinkedIn (Technical Articles & Thought Leadership): <https://linkedin.com/in/mveteanu>
- X (Various technical posts): <https://x.com/mveteanu>

ENTREPRENEURIAL

- CodeGuppy: <https://codeguppy.com>
- Power Tests: <https://powertests.net> (from 2002)