Marian Veteanu

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

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Innovative technology 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 as an independent EdTech SaaS platform, taking it from concept to production adoption in classrooms and online learning communities.

- Led the end-to-end architecture and scaling of the EdTech CodeGuppy.com, a **cloud-native SaaS coding platform** adopted by 35,000+ global users

- Architected highly efficient **serverless infrastructure** on Google Cloud Platform (GCP), achieving sustainable growth with minimal operational overhead.

- Defined and executed the **product vision** and **technical roadmap**, balancing hands-on development with **strategic leadership**.

- Built and nurtured a community across X, YouTube, and email; used feedback loops to drive roadmap decisions.

- Currently leading the integration of **GenAI** into the platform, including a **RAG**-based code assistant to provide contextual coding support.

STARLIMS – Sr. Technical Product Manager (Functioning as Engineering Strategy Lead) (2023 – 2024)

- Directed **cross-functional engineering teams** to modernize Advanced Analytics from a Tableau-based solution to a cloud-native Qlik-powered SaaS product.

- Led security initiatives as the **Security SME**, embedding OWASP Top 10 practices and secure coding standards across engineering.

- Partnered closely with sales and services teams to align technical strategy with business needs, enabling smoother pre-sales, delivery, and post-deployment support.

- Drove **cloud architecture modernization** roadmap using **containerized microservices (Docker, Kubernetes)** in collaboration with **global R&D teams**.

Abbott – Sr. Software Research Manager (2021 – 2022)

- Acted as **Director of Engineering** for global product modernization efforts, overseeing strategy and execution across distributed engineering teams.

- Led 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**.

- Served as a key liaison to Microsoft cloud architects, validating design patterns and reference architectures for enterprise scalability, observability, and resilience.

- Championed future-looking **AI initiatives** by leveraging Azure AI Document Intelligence for document parsing.

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

- Directed **cross-functional, global software engineering teams** 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.

- **Mentored engineers**, promoted **innovation culture**, and managed team capacity planning and 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 a **scalable SOA architecture** (STARLIMS v10) using SOAP-based web services.

- **Invented** and developed the **XFD Rich Internet Application (RIA) Framework** ([wiki link](#)), enabling modern interactive UI experiences.

- 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 – 2000)

- **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 Windows, Delphi, and Web tech in major industry publications.

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

Architecture & Infrastructure

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

AI & ML Integration

- GenAI, LLMs, RAG, NLP, AI Document Intelligence

Languages & Frameworks

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

ONLINE PROFILES

PERSONAL PROFILES

- About me Site: https://mveteanu.me
- LinkedIn: https://linkedin.com/in/mveteanu
- X: https://x.com/mveteanu

ENTREPRENEURIAL

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