

# Marian Veteanu

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Software Engineering Leader (ex-Abbott) | SaaS, Cloud & AI Architect | Entrepreneurial Thinking & Product Vision

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Visionary Director of Engineering-level leader with 20+ years of success leading \$10M+ SaaS modernization programs, scaling high-performance global engineering teams, and delivering resilient, cloud-native software solutions. Proven ability to align technology with business strategy, drive monolith-to-microservices transformations at scale, and pioneer AI-driven platform innovation.

## CORE COMPETENCIES

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- Software Modernization Expert
- Enterprise SaaS w/ Multi-Tenant Architecture
- Entrepreneurial Thinking & Initiative
- Microservices, Micro frontends
- Microsoft Azure (also AWS and GCP)
- Cloud-Native Application Development
- Modern AI (LLM, RAG) Platform Integration
- Engineering Team Leadership & Mentorship
- Building and Scaling Engineering Organizations
- Leading Distributed Engineering Teams
- Platform Thinking & Product-Led Architecture
- Business-Aligned Technology Strategy
- Product Strategy & Roadmap Ownership
- Agile Transformation & Process Improvement
- DevOps & CI/CD Automation
- DORA Metrics & Engineering Performance

## PROFESSIONAL HIGHLIGHTS

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- **Acted as Director of Technology at Abbott**, owning the **architecture and roadmap** for the STARLIMS Technology Platform. Led global modernization efforts and AI innovation initiatives while leading and/or mentoring **300+ engineers** across distributed R&D teams.
- **Delivered two major modernization initiatives** at Abbott / STARLIMS: first, migrating from client-server to a scalable web architecture powered by a custom .NET MSIL compiler for a DSL language; second, transitioning from proprietary RIA to an HTML5 platform with a visual drag-and-drop designer.
- **Provided technical vision and architecture leadership** for the next-generation STARLIMS platform by designing a cloud-native, **event-driven microservices solution on Azure**. Leveraged containers, APIM, Service Bus, and Durable Functions for scalability and resilience; Camunda for BPMN orchestration; Azure AI Document Intelligence for automated data extraction; and Datadog for observability.
- Scaled and led **high-performing engineering groups** through periods of rapid growth and transformation, including hiring, coaching, and organizational design—fostering accountability, psychological safety, and a strong culture of execution.
- **Built a strong engineering culture** by leading internal knowledge programs including tech talks, mentoring tracks, technical bulletins, and cross-team enablement initiatives.
- **Entrepreneurial activity**: Built and scaled **EdTech SaaS platforms**, founding CodeGuppy.com (35,000+ users) and PowerTests.NET.

### STARLIMS / Abbott – Acting Director of Technology Platform (2021 – 2024)

Held roles: Sr. Software Engineering Manager & Sr. Technical Product Manager

- **Acting as Director of Technology**, led and mentored **300+ engineers** across global R&D teams, driving adoption of platform standards, scalable architecture patterns, and modern engineering practices.
- **Led the design and planning of a scalable, event-driven Azure microservices architecture** (Azure APIM, Service Bus) and an on-premises (Docker, RabbitMQ, BPMN - Camunda), focusing on resilience, observability, cloud-native best practices, and **laC** — increasing max user capacity by 1000%.
- **Enabled cross-functional teams** (various R&D groups, Academy, Marketing, Pre-Sales, Sales, and Support) to adopt and promote STARLIMS Technology Platform, directly supporting key customer wins and multi-million-dollar (MM) contract acquisitions.
- Brought in **Microsoft cloud architects** (managed Microsoft partnership), for validating design patterns and reference architectures for enterprise scalability, observability, and resilience.
- Provided **technical leadership** during the **vendor evaluation**, selection, and adoption of Qlik as the new analytics platform for STARLIMS, replacing Tableau achieving 100% compliance with scalability standards. Led technical due diligence, participated in contract negotiations, and guided implementation to ensure **scalability, security, and compliance** with internal regulatory standards.
- Embedded **secure-by-design** and **OWASP Top 10** practices into product development.
- Championed forward-looking **AI initiatives** at STARLIMS, integrating Azure AI Doc Intelligence, **LLMs**, and Retrieval-Augmented Generation (**RAG**) to enable document automation and DSL code generation.

### Abbott – Software Engineering Manager (2010 – 2021)

- **Led multiple engineering groups** (35+ FTE across NA, EMEA, APAC) developing the core STARLIMS components, including runtime and IDE, app server, mobility platform, ELN, and SDMS products.
- **Led the second major modernization of STARLIMS**, transitioning from legacy RIA/XFD to a modern HTML5 platform with a visual drag-and-drop designer. Accelerated migration by over 200%, reduced application load times by 400%, and drove a 120% increase in solution sales.
- Selected the **technology stack** leveraging modern **.NET / C#, React, and Azure PaaS**
- Ensured development adhered to **regulatory requirements** (e.g. ISO 13485 standard), as STARLIMS was registered as a **medical device** under **Abbott's global quality systems**. Led initiatives to improve **accessibility compliance (Section 508C)**, to meet customer and regulatory expectations.
- **Designed and launched** complementary products, including Electronic Laboratory Notebook (ELN) modules and high-performance ASTM E1381-91 low-level driver for instrument-to-LIS connectivity.
- Introduced **Agile at scale** and implemented hybrid Scrum/Kanban models, reducing release cycles from 1 year to two weeks and **partnered with Microsoft** to integrate emerging technologies and maintain competitive product positioning.

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

- **Led the modernization** of STARLIMS products from client-server architecture to modern web-based architecture under guidance and through close **collaboration with the Executive Leadership Team**.
- **Architected and led the development** of STARLIMS v10 **Technology Platform** - an embedded application platform inside STARLIMS — similar to Salesforce Lightning — featuring a .NET MSIL / Antlr compiler for proprietary DSL (Domain-Specific Language), and a full visual IDE. Enabled users to build custom applications and workflows directly within the product, using a modern low-code architecture.
- Selected a technology stack based on **.NET / C#** and other Microsoft components
- **Invented** and developed the **XFD Rich Internet Application (RIA) Framework** (see [wikipedia link](#)) similar to Microsoft XAML technology, enabling modern and responsive UI experiences in the browser.

## ENTREPRENEURIAL EXPERIENCE

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### CodeGuppy – Founder & Head of Engineering (recent project)

- **Founded** [CodeGuppy.com](#), an independent EdTech SaaS platform adopted by 35,000+ global users. Architected and scaled a **serverless cloud-native platform** on GCP / Firebase, achieving scale with under \$200/month in infrastructure costs.
- Currently leading the integration of **GenAI** into the platform, including a **LLM / 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.
- **Built and nurtured a community** of educators; 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*”

### PowerTests – Founder & Software Architect (old project)

- **Founded and developed** PowerTests, an early **EdTech** platform for browser-based student assessments. Designed and built both the Desktop and .NET versions (see [link](#)), incorporating advanced DHTML and AJAX-like technologies before they became industry standards.
- **Invented** the XML Bubbles Protocol (see [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

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### UPIT

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

## TECHNICAL SKILLS & LEADERSHIP STRENGTHS

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### Leadership & Process

- Engineering team leadership, mentoring, cross-functional collaboration
- Agile (Scrum, Kanban), CI/CD, DevSecOps, SMART Goal Setting

### Cloud & Architecture

- Cloud-native SaaS, multi-tenant systems, scalable microservices, event-driven architecture, BPMN
- Microsoft Azure (Containers, App Services, AI foundry, APIM, Service Bus, Azure Durable Functions)

### Technical Strategy & Modernization

- Platform modernization strategy (legacy to cloud-native migration, SaaS scaling, AI integration)
- IaaS to PaaS, Monolith to Microservices, Generative AI (GenAI), LLMs, RAG

### Languages & Frameworks

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

## ONLINE PROFILES

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### PERSONAL PROFILES

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

### ENTREPRENEURIAL PROJECTS

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