Marian Veteanu

Software Engineering Leader (ex-Abbott) | SaaS & Cloud Architect | AI, Cloud & Technology Innovator

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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

- Software Modernization Expert
- Enterprise SaaS w/ Multi-Tenant Architecture
- Microservices, Micro frontends
- Microsoft Azure (also AWS and GCP)
- Cloud-Native Application Development
- Modern AI (LLM, RAG) Platform Integration

- Engineering Team Leadership & Mentorship
- Agile Transformation & Process Improvement
- Security & Compliance Expertise (OWASP, 508C)
- DevOps & CI/CD Automation
- Regulatory Compliance (Medical Device SDLC)
- Vendor and Partner Management

PROFESSIONAL HIGHLIGHTS

- **Led two major modernization initiatives** for Abbott / STARLIMS, successfully transitioning the LIMS platform from client-server to scalable web-based architecture, and later from proprietary RIA to modern HTML5-based architecture with a visual drag-and-drop designer and asynchronous programming support.

- **Architected cloud-native modernization strategies** on Microsoft Azure, designing event-driven, resilient, and scalable microservices platforms using Kubernetes (AKS) and Docker.

- **Pioneered low-code platform innovation**, leading the design and execution of an embedded development platform inside STARLIMS — similar to Salesforce Lightning and Microsoft's Power Platform, featuring a proprietary DSL, a server-side .NET compiler, and a visual drag and drop IDE for user-driven extensibility.

- **Championed AI innovation** by leveraging modern **LLM, RAG architectures** and **intelligent document processing** into cloud-native platforms, driving innovation and future-proofing solutions.

- **Entrepreneurial activity:** Built and scaled **EdTech SaaS platforms**, founding CodeGuppy.com (35,000+ users) and PowerTests.NET, blending technical leadership with education innovation and early adoption of advanced web technologies.

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

- **Launched** and scaled 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 and contributing to the broader tech ecosystem.

- **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*"

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

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

- Led the design and planning of a scalable, **event-driven Azure microservices architecture** (AKS, Containers, Azure Service Hub) and an on-premises (Docker, RabbitMQ), focusing on resilience, observability, cloud-native best practices, and **IaC** — increasing maximum user capacity by 1000%.

- **Mentored and influenced** 200+ engineers across global teams in adopting platform standards, architecture patterns, and engineering best practices.

- 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 future-looking **Artificial Intelligence (AI) initiatives** for SDMS by leveraging **Azure AI Document Intelligence** service.

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

- **Led multiple engineering groups** (35+ FTE across NA, EMEA, APAC) developing core STARLIMS components, including runtime and IDE, app server, mobility platform, ELN, and SDMS products.

- **Led the second major modernization of the STARLIMS product suite**, transitioning from legacy RIA/XFD technology to a modern HTML5-based platform, **eliminating technology obsolescence** and **driving a 100% increase in solution sales**. Designed an innovative web-based environment featuring a visual drag-and-drop designer for HTML5 controls and a conversion assistant that **accelerated migration** from previous versions by over 800%, improving user experience and **reducing application load times** by over 400%.

- 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 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.

- **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.

PowerTests – Founder & Software Architect (1997 – 2003)

- **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

UPIT

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

TECHNICAL SKILLS & LEADERSHIP STRENGTHS

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, micro frontends
- SaaS platforms based on Microsoft Azure (Containers, App Services, Key Vault, Entra, AI Services)

Technical Strategy & Modernization

- Platform modernization strategy (legacy to cloud-native migration, SaaS scaling, AI integration)
- Generative AI (GenAI), LLMs, RAG, NLP, Intelligent Document Processing

Languages & Frameworks

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

ONLINE PROFILES

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)