Marian Veteanu

Director of Software Engineering (ex-Abbott) | Cloud-Native SaaS & AI Platforms | Scale, Strategy, Delivery

+1 (954) 328-3760 | mveteanu@gmail.com | https://mveteanu.me | https://linkedin.com/in/mveteanu/

Engineering leader with 20+ years building scalable SaaS and AI platforms across regulated industries. Proven track record of full P&L ownership, setting and achieving engineering OKRs and driving organizational design for global teams (300+ engineers). Directed $10M+ transformations that cut release cycles by 90% and increased sales by 120%. Recognized thought leader in Generative AI (LLMs, RAG, AI-native architecture).

CORE COMPETENCIES

Technology & Architecture

Cloud-Native Architecture (Azure, GCP, AWS)

Microservices & Event-Driven Systems

C#, .NET, React, NodeJS

Workflows (Temporal, Camunda, Azure Durable Functions)

DevOps, CI/CD, IaC

Observability (DataDog, NewRelic)

Leadership & Strategy

Organizational Design & Global Delivery

Engineering Team Leadership & Mentorship

P&L Ownership

Engineering OKRs & Metrics-Driven Performance

Agile Transformation & CI/CD Optimization

AI & Innovation

AI Strategy (LLMs, RAG, MCP)

AI-Driven Product Innovation

Document Intelligence & Code Generation (Azure AI)

Entrepreneurial Thinking & Innovation Initiative

Thought Leadership

LEADERSHIP SUMMARY

- Directed **$10M+ digital transformation initiatives** at Abbott/STARLIMS, mentoring **300+ engineers** and leading three platform transformation waves.

- Partnered with C-suite and enterprise clients for **stakeholder alignment**, ensuring platform strategy supported long-term **business outcomes** and influenced **multimillion-dollar deals**.

- **Built and scaled global, distributed engineering teams**, driving hiring, coaching, succession planning, and engineering excellence.

- Cultivated future engineering leaders through structured **coaching**, **mentoring**, and succession planning.

- Spearheaded **Agile-at-scale** transformation, reducing release cycles from 12 months → 2 weeks and enabling daily deployments.

- Embedded **regulatory compliance** and **security-by-design** into workflows, ensuring platform adoption in highly regulated industries.

- Recognized thought leader in **GenAI** and **SaaS strategy**, advising on **LLMs**, **RAG pipelines**, and AI-native architecture.

Director of Software Engineering
CodeGuppy — 2024 – present

- Founded and scaled CodeGuppy.com, an EdTech SaaS platform with **38K+ global users**, with full **P&L ownership**, leading architecture, organizational growth, and go-to-market strategy.

- Built and led a **distributed engineering and design team**, driving best practices, **CI/CD**, and **agile delivery**.

- Drove **end-to-end product architecture** on Google Cloud Platform (GCP) / NodeJS, combining entrepreneurial execution with **engineering leadership** to deliver a scalable, cost-optimized SaaS platform.

- Established **strategic partnerships** with external stakeholders and end customers to gather **requirements, prioritize features**, and ensure product-market fit.

- Built a strong **thought leadership presence** by publishing articles on **AI integration**, **cloud-native architecture**, and **platform engineering**, engaging an audience of **7K+ LinkedIn followers**.

- Provided consulting on **GenAI** strategy for clients, advising on **LLMs**, **RAG**, **MCP**, and **cloud-native architecture** for scalable AI-enabled systems.

Head of Technology Platform Engineering & Strategy
STARLIMS — 2021 – 2024

- HR Titles: Sr. Software Research Manager / Sr. Technical Product Manager

- Led **global architecture** and **technical strategy** across **300+ engineers**—defining vision, **aligning roadmap** with business goals, and driving standards, scalability, and engineering best practices.

- Influenced and drove the **redesign of the global platform engineering organization** to enable STARLIMS' third-generation **digital transformation**.

- **Led** STARLIMS' third-generation **digital transformation strategy**, designing an Enterprise SaaS using **event-driven microservices architecture** (React, .NET, Azure PaaS) that enabled **10x scalability**.

- Drove cross-functional adoption of the STARLIMS Platform, **aligning stakeholders** across product, R&D, and services to accelerate time-to-value and secure **multimillion-dollar Fortune 500 contracts**.

- Optimized costs by leading **vendor evaluation** and transitioning the analytics stack to a **strategic partner**, **reducing expenses** by 50% while improving performance.

- 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.

- **Pioneered AI-driven digital transformation**, embedding Azure AI and LLM/RAG capabilities into STARLIMS' SaaS strategy to expand market differentiation.

Software Engineering Manager (Senior, Multi-Team Leadership)
Abbott — 2010 – 2021

- **Redesigned and scaled global distributed teams (35+ FTEs and contractors)**, strengthening leadership pipeline, improving scalability, and delivering mission-critical systems.

- Established **engineering OKRs and KPIs** (deployment frequency, MTTR, change fail rate) to improve **delivery predictability** and business alignment.

- Developed engineering leaders through succession planning, coaching, and mentoring

- Defined and drove the **technical vision** for STARLIMS' core platform, **aligning architecture** with business strategy and securing **executive stakeholder alignment**.

- **Directed $10M+ digital transformation** of STARLIMS, migrating from legacy RIA/XFD to a **React HTML5 platform**, improving load times by 400% and increasing solution sales by 120%.

- Directed **vendor strategy** for 20+ technology platform components, selecting **strategic partners**, reviewing **licensing models**, and overseeing renewals to **optimize cost**, **compliance**, and long-term **scalability**.

- **Institutionalized agile-at-scale culture**, reducing release cycles from **12 months → 2 weeks**

- **Established strategic partnership with Microsoft** to validate **engineering strategy**.

- Integrated **regulatory compliance** (ISO 13485, Section 508C, 21 CFR Part 11) into engineering workflows

Principal Application Architect & Team Lead
STARLIMS — 2003 – 2010

- **Led a major modernization** of STARLIMS architecture, transitioning from a legacy client-server model to a scalable, web-based enterprise platform, **partnering with executive leadership** on strategy and delivery to enable adoption across **Fortune 500 clients**.

- **Architected** the STARLIMS v10 Core Technology Platform, spearheading adoption of the .NET/C# Microsoft technology stack and **leading the engineering team** in delivering a **scalable stateless platform**

- **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.

Software Architect & Founder
VMASOFT — 2001 - 2003

- Founded VMASOFT and built PowerTests.NET, an early EdTech platform for browser-based assessments, developing both desktop and web-based versions using tech ahead of industry adoption.

EDUCATION

- **M.S., Intelligent Communication Systems — UPIT, 2004**
- **B.Eng., Electronics — UPIT, 2002**