

Marian Veteanu

Director of Engineering | SaaS Architect | AI Innovator | Software Entrepreneur

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Innovative technology leader with extensive 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 & Software Architect (2024 – present)

- Launched and scaled [CodeGuppy.com](https://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](https://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 & Technologist (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 with sales and services to support technical sales, delivery, and post-deployment strategy alignment.
- Drove **cloud architecture modernization** efforts in collaboration with **global R&D teams**.

Abbott – Sr. Software Research Manager (Global Leadership Role) (2021 – 2022)

- Provided **technical** and **people leadership** equivalent to a **Director of Engineering**, overseeing **modernization strategy** and execution across engineering groups.
- Spearheaded **cloud-native migration** using **Microsoft Azure**, leading shift from monolith to scalable **microservices**.
- Partnered with Microsoft architects to align **product modernization** with cloud best practices and **CI/CD automation**.
- Championed future-looking **AI initiatives** by leveraging Azure AI Document Intelligence for document parsing.

Abbott – R&D Software Engineering Manager / Global Technology & Cross-Team Leadership (2010 – 2021)

- Directed **global engineering teams** and owned the **STARLIMS Technology Platform architecture and roadmap**.
- Drove transition from proprietary RIA/XFD to HTML5, 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.

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.

VMASOFT – Founder & Software Developer (1991 – 1996)

- Self-taught programmer from age 14, developing commercial-quality shareware software for ZX-Spectrum and MS-DOS ([link](#)).
- Later open-sourced various historical projects, contributing to the computing community on GitHub ([link](#)).

EDUCATION

UPIT

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

SKILLS

- Leading and scaling engineering teams
- Mentoring and creating innovative engineering cultures
- Cloud-native SaaS architecture and development
- Secure and scalable application design
- Azure and GCP cloud experience (IaaS & PaaS)
- Practical AI integration (GenAI, RAG)
- Proficient in multiple programming languages

ONLINE PROFILES

PERSONAL PROFILES

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

CODEGUPPY

- CodeGuppy: <https://codeguppy.com>
- CodeGuppy on YouTube: <https://www.youtube.com/@codingadventures>
- CodeGuppy on X: <https://x.com/codeguppy>

OLDER PROJECTS

- GitHub: <https://github.com/mveteanu>
- <https://powertests.net> (from 2002)