

# Marian Veteanu

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

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Engineering leader with 20+ years in healthcare and regulated industries, building scalable SaaS and AI platforms. Directed \$10M+ transformations that cut release cycles by 90% and boosted sales by 120%. Influenced C-suite leadership to build an AI-powered UI modernization tool and modernization strategy proven to save ~\$200M over a decade. Recognized thought leader in Generative AI (LLMs, RAG, AI-native architecture).

## PROFESSIONAL EXPERIENCE

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### *Founder & Director of Software Engineering*

**CodeGuppy — 2024 – present**

- Founded and scaled [CodeGuppy.com](https://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, Firebase, 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.
- 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**

- **Directed architecture strategy across 300+ engineers — aligning roadmap** with business goals.
- Drove cross-functional adoption of the STARLIMS Platform to accelerate time-to-value and secure **multimillion-dollar Fortune 500 contracts**.
- **Cut costs 50%** by leading **vendor evaluation** and transitioning the analytics stack to a new **strategic partner**, while improving performance.
- Embedded secure-by-design principles and **OWASP Top 10** controls into **CI/CD workflows** and coordinated regular **penetration testing**.
- Defined STARLIMS' **AI strategy** to leverage Azure AI and **LLM/RAG** for **reducing costs** and **accelerating deployment**.

## ***Sr. Manager, Head of NextGen Platform***

**STARLIMS — 2020 – 2021**

- **Led** STARLIMS' third-generation **digital transformation strategy**, designing an Enterprise SaaS using **event-driven microservices architecture** (React, .NET / C#, Azure / AWS PaaS) that enabled **10x scalability**.
- **Influenced executive stakeholders (C-suite level)** by presenting architecture strategies, and trade-offs
- Built the **business case for corporate funding**, highlighting shortcomings of the legacy platform, and demonstrating the need for a new NextGen solution.
- Led team to **develop the NextGen MVP and TCO** to **secure corporate funding**, balancing engineering capacity, vendor spend, and infrastructure costs.
- Facilitated estimation and scope workshops with **engineering, product, and stakeholders**
- Standardized **project governance** practices (execution metrics, milestone tracking, risk management)

## ***Software Engineering Manager, Senior – Multi-Team Leadership***

**Abbott Laboratories — 2018 – 2020**

- Oversaw **architecture, technology choices, and delivery** across **four product lines**, guiding teams on .NET/C#, React, Docker, CI/CD pipelines, etc.
- **Led and scaled four engineering teams (35+ FTEs and contractors)** to deliver releases on time and with high quality, balancing innovation with business commitments.
- **Influenced C-suite leadership** to build an AI-powered UI modernization tool that proved capable of **reducing project costs** by **~\$7.2M** over two years and **~\$200M** over a decade across 500+ services projects.
- Adopted an agile **SDLC** for medical device software (**healthcare regulated industry**), ensuring compliance with regulatory standards and alignment with business strategy.
- Defined **multi-year platform vision and strategy**, partnering with product and executive leadership
- **Mentored and developed engineering leaders and senior ICs**, fostering a culture of technical excellence, ownership, and career growth.
- Drove **platform modernization initiatives** (e.g., cloud migration, API strategy, enterprise integrations)
- Introduced **agile-at-scale** practices and **modern CI/CD pipelines** with **automated unit testing**.
- Oversaw **system security, compliance, and reliability** standards across product lines
- Monitored delivery performance and KPIs

## ***Software Engineering Manager, Core R&D***

**Abbott Laboratories — 2010 – 2018**

- **Directed \$10M+ digital transformation** of STARLIMS, migrating from legacy RIA/XFD to a **React HTML5 & .NET / C# services 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**.
- Defined and drove the **technical vision** for STARLIMS' core platform, **aligning architecture** with business strategy and securing **executive stakeholder alignment**.
- **Established strategic partnership with Microsoft** to validate **engineering strategy**.
- Integrated **regulatory compliance** (ISO 13485, Section 508C, 21 CFR Part 11) into engineering workflows
- Oversaw **system architecture and technology stack selection**, standardizing on a Microsoft .NET based platform for all future developments.

## ***Principal Application Architect & Team Lead***

**STARLIMS (acquired by Abbott Laboratories) — 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](https://en.wikipedia.org/wiki/User_interface_markup_language#XFD)).
- **Spearheaded DevOps enablement**, developing build automation and scripted deployment pipelines to streamline release processes.

## ***Founder & Software Architect***

**VMASOFT — 2001 - 2003**

- Founded VMASOFT and launched [PowerTests.NET](#), a web based EdTech platform.

## LEADERSHIP COMPETENCIES

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R&D Organizational Design & Global Delivery  
Strategic Technology & Innovation Leadership  
C-Suite and Executive Influence  
Engineering Team Leadership & Mentorship

Agile & Delivery Transformation  
Metrics-Driven Performance Management  
P&L Ownership & Budget Management  
Talent Development & Succession Planning

## TECHNICAL SKILLS

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**Languages/Frameworks:** .NET / C#, JavaScript, TypeScript, Python, NodeJS, SQL / NoSQL, React, etc.

**Cloud & Infrastructure:** AWS, Azure, GCP, Docker, Kubernetes, CI/CD Pipelines, Infrastructure as Code(IaC)

**Architecture:** Distributed Systems, Scalable System Architecture, Microservices, Micro Frontends, API Design (REST, GraphQL, gRPC), Event-driven Systems, Enterprise Integration Patterns, Cloud-Native Architecture, Messaging & Streaming (RabbitMQ, Kafka), Workflow Orchestration (Temporal, Camunda)

**Monitoring & Tooling:** Azure DevOps, Datadog, New Relic

**AI:** Large Language Model (LLM), Retrieval-Augmented Generation (RAG), Generative AI frameworks & APIs (LangChain, LlamaIndex, Hugging Face, OpenAI API), Vector Databases (Pinecone)

## EDUCATION

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