

Marian Veteanu

Technology Architect | Product Leader | Engineering Team Captain

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Technology Architect and Product Leader with a proven track record in delivering and maintaining innovative web applications. Skilled in leading cross-functional engineering teams and driving technical strategy for cloud-native technology adoption and enterprise product modernization.

PROFESSIONAL EXPERIENCE

STARLIMS - Sr. Technical Product Manager (Nov 2022 – Oct 2024)

- Led the AA product roadmap and successful migration of the on-prem Advanced Analytics solution powered by Tableau to a cloud-based SaaS solution powered by Qlik, working closely with global R&D teams, contributing significantly to company strategy for expanding the cloud-based user base
- Led the Technology Platform roadmap, coordinating with customers and cross-functional teams to integrate stakeholder feedback into the development process and effectively communicate the technology strategy through public publications, User Conferences, Town Hall meetings, and other forums, resulting in increased customer satisfaction and reduced churn.
- Drove innovation management by identifying emerging technologies and integrating them into a 5 year modernization strategy, designed to evolve the STARLIMS product in alignment with industry trends while improve performance and product scalability
- Supported services and sales teams by participating in technical sales meetings, guiding on technology and architecture aspects, and addressing customer concerns on security and 508C compliance, helping customers to select and properly adopt the STARLIMS product
- Served as the company's Security Subject Matter Expert (SME) across development, operations, sales, and marketing teams, guiding cross-functional teams to ensure OWASP top 10 adoption by global R&D teams and overall secure product development

Abbott - Sr. Research Manager (job grade 20) – (Jun 2021 – Nov 2022)

- Work with executive team to create plan for migration from a monolithic architecture to microservices using cloud-native solutions, positioning the product for future scalability and flexibility
- Oversaw development across multiple R&D groups, ensuring alignment with the overall technical strategy and successful adoption of the Technology Platform across all teams, driving consistency and maximizing efficiency throughout the organization
- Gained experience with cloud technologies, focusing on Microsoft Azure as a preferred cloud provider
- Created plan for leveraging Azure AI Document Intelligence (part of Azure Cognitive Services) to modernize the legacy in-house built SDMS parsing engine with modern AI based engine

- Led architecture discussions with Microsoft to modernize the flagship product, enabling seamless integration with modern DevOps CI/CD pipelines for enhanced development efficiency and scalability
- Introduced a talent development initiative, optimizing onboarding, training, and retention of top development talent within the larger organization considering the challenges faced by developers when working with proprietary tools

Abbott - R&D Manager with Product Manager and Architecture roles (Mar 2010 – Jun 2021)

- Owned the technical product roadmap and architecture design while managing the development of STARLIMS v11 and v12 Technology Platforms, delivering on-time, within scope, and achieving over 70% cost savings on the conversion from RIA XFD (previously introduced by me at STARLIMS) to browser-agnostic HTML5, through innovative HTML5 framework design
- Led and mentored cross-functional teams of software engineers within the Technology Platform R&D (Core R&D department) and other departments, promoting skill development, continuous learning, and career growth to enhance team performance and innovation
- Oversaw development across all global R&D teams utilizing the Technology Platform, ensuring alignment with the overall technical strategy and successful adoption of the new platform across all teams, driving consistency
- Enabled the company to capitalize on the mobility trend by leading the development of a comprehensive Mobility Solution part of Technology Platform, ensuring the company remained competitive in the dynamic IT landscape where mobility is a key driver of innovation
- Led innovation initiatives and enhanced technical communication strategy through newsletters, video screencasts, and technical groups, improving transparency and collaboration across teams while helping global R&D groups with the proper adoption of the Technology Platform features
- Increased speed to market for new innovations within Technology Platform by championing the adoption of Agile methodologies, reducing development cycles from 12 months to 2 weeks
- Fostered strategic partnerships with leading technology providers such as Microsoft, driving innovation and gaining access to cutting-edge technologies that enhanced product performance and scalability

STARLIMS – Application Architect | Principal Software Engineer (Apr 2003 – Feb 2010)

- Collaborated closely with the CEO and Vice President to lead the transition of the flagship STARLIMS product from a legacy client-server architecture to an innovative web-based architecture powered by emerging technologies from Microsoft, positioning the company as a leader in the LIMS industry and contributing to its successful acquisition by Abbott
- Designed and implemented a horizontally scalable service-oriented architecture (SOA) for STARLIMS v10, optimizing performance and reliability using SOAP Web Services and other .NET technologies

- Designed and developed the programable XFD Framework (https://en.wikipedia.org/wiki/User_interface_markup_language#XFD) - link - a RIA based framework similar to Silverlight and Flash to allow STARLIMS implement rich user experiences for the LIMS software in a time when most web apps had rudimentary UIs based on page post-backs
- Defined and led the development of a custom object-oriented DSL (Domain-Specific Language), compiling to MSIL (developed using Antlr), which provided powerful scripting capabilities within the product, while helping the company save significant costs by ingesting in the new STARLIMS v10 product a huge repository of existing business rules
- Led the design and implementation of other complimentary modules, including an Electronic Lab Notebook (ELN), a high-performance ASTM low-level driver to facilitate seamless communication with HL7 instruments, contributing to significant extension of STARLIMS beyond traditional industries it served

[codeguppy.com](#) (side project)

- Built and launched codeguppy.com (<https://codeguppy.com>), a scalable SaaS coding platform for schools, growing the user base to over 32,000 globally with minimal maintenance through the use of cloud-native technologies
- Utilized managed cloud-native technologies from GCP, including Firestore, to ensure seamless scalability with minimum maintenance
- Grew an engaged community on platforms like Twitter (<https://x.com/codeGuppy/>), YouTube (<https://www.youtube.com/@codingadventures>), and email, expanding social channels to thousands of followers and achieving high user retention and engagement
- Developed educational content, including tutorials, blogs, a self-published book (<https://www.youtube.com/shorts/uJmS-s4DKAM>), and instructional YouTube videos, which have been widely adopted by the platform's users
- Released several libraries from codeguppy.com as open-source, contributing to the broader professional community and fostering collaboration and innovation.
- In progress: AI code generation assistant using Retrieval-Augmented Generation and Vector database

Solopreneur (PowerTests @ VMASOFT) (1997 – 2000)

<https://powertests.net>

Developed and marketed PowerTests Desktop and PowerTests .NET (<https://powertests.net>), leveraging cutting-edge web technologies such as DHTML, IE 4.0 DOM, and Microsoft ASP to deliver rich, desktop-like UI experiences

- Innovated with the XML Bubbles Protocol (pre-dating AJAX), an RPC protocol for efficient client-server data transfer in rich ASP web applications
- Published articles on Windows, Borland Delphi, and modern Web Development in industry publications (paper magazines), showcasing passion and drive for technology which attracted Microsoft attention (<https://codeavenger.com/2001/04/22/Internet-Explorer-Technologies-article-gets-published-by-NET-Report-magazine.html>)

Bedroom Coder (VMASOFT) - Age 14 to 18 (1991 – 1996)

<https://vmasoft.net>

- Self-taught programmer from age of 14, I mastered Z80 and x86 assembly, developing commercial-quality games and high-performance tools for the ZX-Spectrum. See Atomix (<https://x.com/mveteanu/status/1819729278780559611>).
- Developed the shareware MCGALib for DOS using BP and x86 assembly, enabling Pascal developers build high-speed games and image transformations in 256 colors under DOS (<https://github.com/mveteanu/MCGA/>)
- Created the shareware VMAWin, a framework for building mouse-driven GUIs under DOS in VGA and SVGA modes (<https://github.com/mveteanu/VMAWin/>)
- Researched DOS computer viruses (<https://github.com/mveteanu/Virus>)
- Later-on, I open-sourced various projects from this period on GitHub, contributing to the developer community and computing history

EDUCATION

UPIT

Bachelor of Engineering (5-year degree in Electronics) – Feb 2002

Master's Degree in Intelligent Communication Systems – June 2004

SKILLS

- Building and leading engineering teams
- Experience architecting secure and scalable Web Applications
- Experience with cloud technologies (IaaS and PaaS)
- Good understanding and experience with GenAI technologies
- Coding background with experience in various programming languages