

Marian Veteanu

Software Engineering Leader (ex-Abbott) | SaaS, Cloud & AI Architect | Entrepreneurial Thinking & Product Vision

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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
- Entrepreneurial Thinking & Initiative
- Microservices, Micro frontends
- Microsoft Azure (also AWS and GCP)
- Cloud-Native Application Development
- Modern AI (LLM, RAG) Platform Integration
- Engineering Team Leadership & Mentorship
- Building and Scaling Engineering Organizations
- Leading Distributed Engineering Teams
- Platform Thinking & Product-Led Architecture
- Business-Aligned Technology Strategy
- Product Strategy & Roadmap Ownership
- Agile Transformation & Process Improvement
- DevOps & CI/CD Automation
- DORA Metrics & Engineering Performance

PROFESSIONAL HIGHLIGHTS

- **Acted as Director of Technology at Abbott**, owning the **architecture and roadmap** for the STARLIMS Technology Platform. Led global modernization efforts and AI innovation initiatives while leading and/ or mentoring **300+ engineers** across distributed R&D teams.
- **Delivered two major modernization initiatives** at Abbott/STARLIMS: first, migrated from a client-server to a scalable web-based platform; second, transitioned from a proprietary RIA to an HTML5-based solution, while implementing Agile at scale and enhancing the CI/CD pipeline to support daily deployments.
- Provided technical vision and architectural leadership for a **third modernization** initiative, leveraging **GenAI/LLMs, cloud-native architecture, event-driven microservices**, and Azure services to achieve scalability, resilience, and observability.
- Implemented **Agile at scale**, reducing iteration cycles from 6 months to 2 weeks, and eventually enabling daily deployments through **trunk-based deployment** and a streamlined **CI/CD pipeline**.
- **Scaled and led** high-performing, **geographically distributed engineering teams** through rapid growth and transformation—driving hiring, coaching, and organizational design while fostering accountability and a strong execution culture. Strengthened **engineering excellence** by initiating internal knowledge programs such as tech talks, mentoring tracks, technical bulletins, and cross-team enablement initiatives.
- **Entrepreneurial activity**: Built and scaled **EdTech SaaS platforms**, founding CodeGuppy.com (35,000+ users) and PowerTests.NET.

STARLIMS / Abbott – Acting Director of Technology Platform (2021 – 2024)

Held roles: Sr. Software Engineering Manager & Sr. Technical Product Manager

- **Acting as Director of Technology**, led and mentored **300+ engineers** across global R&D teams, driving adoption of platform standards, scalable architecture patterns, and modern engineering practices.
- **Led the design and planning of a scalable, event-driven Azure microservices architecture** (AKS, Azure APIM, Service Bus) and an on-premises (Docker, RabbitMQ, BPMN - Camunda), focusing on resilience, observability, cloud-native best practices, and **laC** (Pulumi) — increasing max user capacity at least 10x.
- **Enabled cross-functional teams** (various R&D groups, Academy, Marketing, Pre-Sales, Sales, and Support) to adopt and promote STARLIMS Technology Platform, directly supporting key customer wins (including Fortune 500 companies) and multi-million-dollar (MM) contract acquisitions.
- 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 development and **CI/CD** pipelines.
- Championed forward-looking **AI initiatives** at STARLIMS, integrating Azure AI Doc Intelligence, **LLMs**, and Retrieval-Augmented Generation (**RAG**) to enable document automation and DSL code generation.

Abbott – Software Engineering Manager (2010 – 2021)

- **Led multiple engineering groups** (35+ FTE across NA, EMEA, APAC) developing the core STARLIMS components, including runtime and IDE, app server, mobility platform, ELN, and SDMS products.
- **Led the second major modernization of STARLIMS**, transitioning from legacy RIA/XFD to a modern REACT HTML5 platform with a visual drag-and-drop designer. Accelerated migration by over 200%, reduced application load times by 400%, and drove a 120% increase in solution sales.
- Selected the **technology stack** (.NET / C#, React, and **Azure PaaS**) and improved the **CI/CD pipeline**
- Ensured compliance with **ISO 13485** and Section **508C** for STARLIMS software, a **registered medical device** under Abbott, aligning with regulatory and customer requirements.
- **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 and 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 / Antlr 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.
- Selected a technology stack based on **.NET / C#** and other Microsoft components
- Led **DevOps and CI/CD** implementation through custom build and deployment scripts
- **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.

ENTREPRENEURIAL EXPERIENCE

CodeGuppy – Founder & Head of Engineering (recent project)

- **Founded** [CodeGuppy.com](#), an independent EdTech SaaS platform adopted by 37,000+ global users. Architected and scaled a **serverless cloud-native platform** on GCP / Firebase, achieving scale with streamlined CI/CD pipeline and 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.
- **Built and nurtured a community** of educators; 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*”

PowerTests – Founder & Software Architect (old project)

- **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

- Building and Scaling Distributed Engineering Teams
- Engineering team leadership, mentoring, cross-functional collaboration

Cloud & Architecture

- Cloud-native SaaS, multi-tenant systems, microservices, event-driven architecture, BPMN
- Microsoft Azure (Containers, AKS, App Services, AI foundry, APIM, Service Bus)
- Monitoring (DataDog, NewRelic), Workflows (Camunda, Temporal, Azure Durable Functions)

DevOps

- CI/CD (Jenkins, GitHub Actions, Azure Pipelines)
- IaC tools (ARM, Bicep, Pulumi, Azure CLI + Scripts)

Languages & Frameworks

- .NET / C#, JavaScript, HTML5, Node.js, React, REST APIs, Relational and NoSQL Databases

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)