Marian Veteanu

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

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Principal-level engineering leader with 20+ years of experience delivering large-scale SaaS modernization programs, scaling high-performing global teams, and driving innovation across Microsoft Azure and AI platforms. Proven track record in aligning technology with business outcomes, leading monolith-to-microservices transformations, and building resilient, cloud-native architectures. Passionate about mentoring engineers, advancing platform strategy, and applying GenAI to unlock new customer value.

CORE COMPETENCIES

- Cloud-Native Architecture (Azure / PaaS)
- Distributed Microservices
- Enterprise SaaS & Multi-Tenant Systems
- AI Integration (LLMs, RAG, Azure AI Services)
- Platform Modernization & Legacy Migration
- Product & Technology Roadmap Ownership
- DevOps, CI/CD Automation
- Secure SDLC (OWASP, 508C)

- Agile at Scale (Scrum, Kanban)
- Scalable Engineering Team Leadership
- Business-Aligned Technology Strategy
- Revenue-Driven Engineering Execution
- Cross-Functional & Partner Enablement
- Public Technical Thought Leadership
- Regulatory Compliance
- Vendor and Partner Management

PROFESSIONAL HIGHLIGHTS

- **Defined the architecture and owned the technology platform roadmap** at Abbott / STARLIMS, mentoring 300+ engineers across global R&D teams. Drove transformation of the STARLIMS platform through technical vision, AI integration, and architecture standards.

- **Delivered two major modernization initiatives** at Abbott / STARLIMS: first, migrating from client-server to a scalable web architecture powered by a custom .NET MSIL compiler for a DSL language; second, transitioning from proprietary RIA to an HTML5 platform with a visual drag-and-drop designer.

- **Architected a cloud-native, event-driven microservices platform** on Azure, using containers, APIM, Service Bus, and Durable Functions for scalability and resilience; Camunda for BPMN orchestration; Azure AI Document Intelligence for data extraction; and micro frontends for modular UI delivery.

- **Spearheaded the design of the next-generation STARLIMS Designer**, exploring GenAI (LLM and RAG) to generate DSL code, data structures, workflows, and UI from natural language business scenarios.

- **Built a strong engineering culture** by leading internal knowledge programs including tech talks, mentoring tracks, technical bulletins, and cross-team enablement initiatives

- **Founded and scaled EdTech SaaS platforms**, including CodeGuppy.com (35,000+ users) and PowerTests.NET. Drove full product lifecycle: platform design, AI integration, cloud infrastructure, and developer-focused community building through LinkedIn, YouTube, and Twitter.

PROFESSIONAL EXPERIENCE

STARLIMS / Abbott – Sr. Software Engineering Manager & Sr. Technical Product Manager (2021 – 2024)

- **Acting as Director of Technology,** I mentored and influenced **300+ engineers across global teams** in adopting platform standards, architecture patterns, and engineering best practices.

- Led the design and planning of a scalable, **event-driven Azure microservices architecture** (Azure APIM, Service Bus) and an on-premises (Docker, RabbitMQ, BPMN - Camunda), focusing on resilience, observability, cloud-native best practices, and **IaC** — increasing max user capacity by 1000%.

- **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 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 product development.

- Championed future-looking **Artificial Intelligence (AI) initiatives** for SDMS by leveraging **Azure AI Document Intelligence** service.

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 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** leveraging modern **.NET / C#**, **React**, and **Azure PaaS**

- Ensured development adhered to **regulatory requirements** (e.g. ISO 13485 standard), as STARLIMS was registered as a **medical device** under **Abbott's global quality systems**. Led initiatives to improve **accessibility compliance (Section 508C)**, to meet customer and regulatory expectations.

- **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/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

- **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 35,000+ global users. Architected and scaled a **serverless cloud-native platform** on GCP / Firebase, achieving scale with 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 (older 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 & Process

- Engineering team leadership, mentoring, cross-functional collaboration
- Agile (Scrum, Kanban), CI/CD, DevOpsSec, SMART Goal Setting

Cloud & Architecture

- Cloud-native SaaS, multi-tenant systems, scalable microservices, event-driven architecture, BPMN
- Microsoft Azure (Containers, App Services, AI foundry, APIM, Service Bus, Azure Durable Functions)

Technical Strategy & Modernization

- Platform modernization strategy (legacy to cloud-native migration, SaaS scaling, AI integration)
- IaaS to PaaS, Monolith to Microservices, Generative AI (GenAI), LLMs, RAG

Languages & Frameworks

- .NET / C#, JavaScript, HTML5, Node.js, React, REST APIs

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)