

Marian Veteanu

Software Engineering Leader | Azure Architect | Platform Modernization Expert | AI Innovator

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Principal-level engineering leader with 20+ years of experience architecting enterprise-grade platforms, modernizing systems on Microsoft Azure, and mentoring engineering teams across global organizations.

Proven track record of aligning technology strategy with business outcomes, driving AI innovation, and leading complex architectural transformations in Microsoft Azure environments. Deep expertise in cross-functional collaboration, DevOps, and secure software development at scale.

CORE COMPETENCIES

- Engineering Team Leadership & Mentorship
- Scalable Software Architecture
- Cloud-Native Application Development
- Product & Technology Strategy
- SaaS / Multi-Tenant Architecture on Azure
- 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 & Head of Engineering (2024 – present)

- **Launched** and scaled [CodeGuppy.com](https://codeguppy.com), an independent EdTech SaaS platform adopted by 35,000+ global users. **Architected and scaled** a **serverless cloud-native** platform on GCP, achieving global adoption with low operational overhead.
- Built and nurtured a **community** via social media and user feedback loops to continuously refine roadmap direction.
- **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*”
- Produce beginner-friendly coding **tutorials on YouTube** as part of CodeGuppy's educational mission—supporting new developers and promoting inclusive access to software learning.
- 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 and contributing to the broader tech ecosystem.
- Leading the integration of **GenAI** capabilities, including a **RAG**-based code assistant for contextual programming support.

Abbott / STARLIMS – Sr. Software Research Manager & TPM (2021 – 2024)

- Functioned as Director of Technology for cross-organizational modernization initiatives in **Microsoft Azure** environment.
- Designed and led migration strategy from monolithic architecture to **Azure-based microservices** using Kubernetes and Docker.
- **Mentored and influenced** 200+ engineers across global teams in adopting platform standards, architecture patterns, and engineering best practices.
- Collaborated with **Microsoft cloud architects** to validate enterprise-grade design patterns for scalability, resilience, and observability.
- Provided **requirements and guidance** for modernization of Advanced Analytics platform—migrating from Tableau to a cloud-native Qlik **SaaS** solution.
- Led **OWASP Top 10**-aligned security initiatives; established secure coding standards across the engineering org.
- Initiated and championed AI integration efforts using **Microsoft Azure AI** platforms to drive long-term product innovation.

Abbott – R&D Software Engineering Manager (2010 – 2021)

- Directed global software engineering teams and served as **platform architect** for STARLIMS **Technology Platform**.
- Led the transition from legacy RIA/XFD (proprietary Rich Internet Application) technology to **modern HTML5** web-based architecture, launching STARLIMS v11 and v12.
- Fostered a **culture of innovation** through mentorship, capacity planning, and continuous skills development.
- **Partnered with Microsoft** to integrate emerging technologies and maintain competitive product positioning.
- Introduced **Agile at scale** and implemented hybrid Scrum/Kanban models, reducing release cycles and improving team velocity.

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 STARLIMS v10 **Technology Platform** (a low-code platform similar to Salesforce Lightning) based on a **scalable SOA architecture** using SOAP-based web services.
- **Invented** and developed the **XFD Rich Internet Application (RIA) Framework** ([wikipedia link](#)), enabling modern interactive UI experiences similar to Microsoft XAML technology.
- 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 – 2003)

- **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 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

SKILLS

Leadership & Delivery

- Engineering leadership, mentoring, team building, cross-functional collaboration
- Agile (Scrum/Kanban), CI/CD pipelines, Product & Technical Strategy

Cloud & Architecture

- SaaS platforms based on Microsoft Azure (AKS, App Services, AI Services)
- Infrastructure as Code promoter

AI & ML Integration

- Generative AI (GenAI), LLMs, RAG, NLP, Intelligent Document Processing

Languages & Frameworks

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

ONLINE PROFILES

PERSONAL PROFILES

- About me Site: <https://mveteanu.me>
- LinkedIn (Technical Articles & Thought Leadership): <https://linkedin.com/in/mveteanu>
- X (Various technical posts): <https://x.com/mveteanu>

ENTREPRENEURIAL

- CodeGuppy: <https://codeguppy.com>
- Power Tests: <https://powertests.net> (from 2002)