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PLACE, DATE OF BIRTH **BUDAPEST, 22, 07, 1963**

EDUCATION

INSTITUTE C.G. JUNG - AMC INSTITUTE ATHANOR

2017, Body Myth Analysis Art Therapist, Analyst

RE-ORIENTATION TECHNIQUE BUDAPEST INTERNATIONAL TRAINING COURSE

2017, Alexander Reorientation Method Coach

HUNGARIAN PSYCHODRAMA ASSOCIATION

2013, Psychodrama Assistant

BUDAPEST UNIVERSITY OF PUBLIC ADMINISTRATION

1994, Chartered Engineer in Economics

BUDAPEST UNIVERSITY OF TECHNOLOGY

1987, Certified Bioengineer, Immunologist

BUDAPEST UNIVERSITY OF TECHNOLOGY

1985, Food plant engineer

SCIENTIFIC DEGREES

2019 BUSINESS AND MANAGEMENT SCIENCES PH.D.

1996 DOCTORATE IN ECONOMICS

LANGUAGE SKILLS

1987, English C2

1999, German B1

1983, Russian B1

1989, Swedish A2

PROFESSIONAL- SCIENTIFIC CAREER

FOUNDING CHAIR, DEPARTMENT OF VIRTUAL HEALTH GUIDE METHODOLOGY

2021-

DIGITAL HEALTH EXPERT

2024- DEPARTMENT OF HEALTH IRELAND

NATIONAL CONTACT POINT FOR EHEALTH, PROFESSIONAL HEAD

2020-2024, ESZFK

EUROPEAN UNION - EHEALTH MEMBER STATES EXPERT GROUP, REPRESENTATIVE OF HUNGARY

2020-2024, ESZFK

SENIOR RESEARCH EXPERT

2021-2022, Lechner Knowledge Centre Nonprofit Ltd.

HEAD OF RESEARCH, KRAFT SOCIAL INNOVATION PROGRAMME

2018-2020, Institute of Advanced Studies (iASK)

CEO

2015-2019, Health Value Services Zrt.

PROFESSIONAL MANAGER, TÁMOP-6.2.5 -B-13/1-2014-0001

2014-2015, ÁEEK UPI

PROFESSIONAL DIRECTOR

2014-2015, Health Value Ltd.

GLOBAL DIRECTOR, HEALTH EXPERIENCE RESEARCH

2012-2014, GfK

CLIENT RELATIONSHIP MANAGER, COMPANY DIRECTOR

2009-2013, GfK Hungária

HEAD OF DIVISION, GfK LHS HEALTHCARE

2007-2009, GfK Hungaria

MANAGING DIRECTOR, OWNER

2001-2007, LHS Consulting Kft.

BUSINESS UNIT DIRECTOR

2001-2001, Abbott Laboratories (Hungária) Kft.

HEAD OF REPRESENTATIVE OFFICE

1999-2001, Knoll Hungária Commercial Representative

MARKETING AND SALES DIRECTOR

1998-1999, Knoll Hungária Trade Representation

SALES DIRECTOR

1994-1998, BASF Hungária Kft., Knoll Division

REGIONAL REPRESENTATIVE

1993-1994, BASF Hungária Kft., Knoll Division

LECTURER

1990-1993, ELTE, Department of Physical Education

ENGLISH AND SWEDISH TRANSLATOR

1990-1993, Karakter Ltd.

MAPMAKER

1989-1990, T-Kartor, Sweden

PROFESSIONAL ATHLETE AND ORIENTEER

1989-1993, World Championship 4th place in orienteering, 2:14:15 in marathon

RESEARCHER

1987-1989, ELTE, Department of Immunology

**PUBLICATION LIST IN
MTMT DATABASE**

<https://m2.mtmt.hu/gui2/?type=authors&mode=browse&sel=authors10058409>

SUBJECTS TAUGHT

2026- Digital Technologies in Healthcare
2025- Digital Health
2025- AI in Healthcare
2025- AI Assisted Virtual Care Based on the European Health Data Space
2024- Telemedicine and Human-machine Collaboration in Healthcare
2023- Co-Creating Health
2023- Electronic Documentation in Healthcare
2022- Telemedicine and Human-machine Collaboration in Healthcare MSc
2022- Basics of Human-Machine Collaboration in Healthcare
2021- Assistive Technologies
2009-2011 Market Research in Nutrition
2003-2012 Pharmaceutical Marketing
2020-2022 Corvinus University of Budapest Healthcare Marketing
1996-2019 Corvinus University of Budapest, Healthcare Marketing; Market Research
2019-2020 University of Pannonia, Health Management in the Digital Era
2011-2012, ELTE Faculty of Social Sciences, Value-based Healthcare

PRACTICES LED

2024- Data.Spirit.Health Portal – Writing Health Literacy Posts
1990-1993, Map Skills and Orientation

**TEACHING IN
DOCTORAL PROGRAM****SUPERVISOR**

2025- Person-centred health data value chain promoting health
2025- Improving health literacy through human-machine collaboration

**PARTICIPATION IN TDK
WORK**

2023-2024, PRESENTING HEALTH DATA AND RESEARCH RESULTS USING ARTIFICIAL INTELLIGENCE TOOLS

PROFESSIONAL-
SCIENTIFIC ACTIVITIES

2022- 21 WOMEN FOR HEALTHCARE MENTORS FOR SECONDARY SCHOOL MENTORING
2022- EUNIWELL - PARTICIPATION IN IT AND EDUCATION WORKING GROUPS
2021- INSPIRE2LIVE INTERNATIONAL CANCER PROGRAMME ADVISOR
2021- EUROPEAN EXPERT FOR THE MOVEMENT HEALTH 2030 PROGRAMME LED BY THE COPENHAGEN INSTITUTE FOR FUTURE STUDIES
2021- HEAD OF THE METADATA SUBGROUP OF THE NATIONAL INITIATIVES NETWORK AT THE SITRA FINNISH INNOVATION AGENCY
2021-2023 TOWARDS EUROPEAN HEALTH DATA SPACE (TEHDAS) EUROPEAN UNION PROJECT INTERNATIONAL EXPERT
2020- HEAD OF THE DATA SAVED LIVES PROGRAMME
2016- MY HEALTH -DATA AND CARE FOUNDATION FOUNDER
2016- HUNGARIAN ORIENTEERING ASSOCIATION ELITE SPORTS COMMITTEE, MEMBER
2010-2014 ASSOCIATION FOR THERAPEUTIC COOPERATION IN HEALTH, PRESIDENT
2010-2011 MEMBER OF THE ADVISORY BOARD "HUNGARIAN HEALTHCARE"
2008-2014 PROFESSIONAL ADVISOR TO HEALTHCARE INSTITUTIONS AND HOSPITALS
2008-2009 CO-FOUNDER AND CHAIRMAN OF THE SUPERVISORY COMMITTEE OF THE HUNGARIAN ASSOCIATION FOR SOMATO-PSYCHOTHERAPY
2008 PARTICIPATION IN THE ESTABLISHMENT OF THE FIRST HEALTH PROMOTION OFFICE IN KAPOSVÁR
2005-2006 VELENCEI-TÓ-VÉRTES REGION, MARKETING CONSULTANT
2003-2010 NATIONAL PUBLIC HEALTH PROGRAMME, COMMUNICATION CONSULTANT
1999-2006 HUNGARIAN ORIENTEERING ASSOCIATION MARKETING COMMITTEE, MEMBER
1999-2005 HUNGARIAN ORIENTEERING ASSOCIATION, SUPERVISOR AND COACH OF THE NATIONAL TEAM
1999 HUNGARIAN OBESITY SOCIETY CO-FOUNDER
1997 CO-FOUNDER OF THE RHYTHMIC HEART FOUNDATION

MEMBERSHIP IN
ORGANISATIONS

2008-2017 META - HUNGARIAN HEALTH ECONOMICS SOCIETY
1998-2008 HUNGARIAN SOCIETY OF CARDIOLOGISTS
1998-2007 HUNGARIAN HYPERTENSION SOCIETY
1999-2001 HUNGARIAN SOCIETY OF OBESITY
1997-2001 RHYTHMIC HEART FOUNDATION

PROFESSIONAL
ACKNOWLEDGEMENTS

2020, HUNGARIAN ORIENTEERING FEDERATION SPECIAL AWARD
1998, BEAC PERPETUAL CHAMPION
1987, BUDAPEST UNIVERSITY OF TECHNOLOGY, LEADING IN SPORT - LEADING IN STUDY

DATE OF FINALISING CV

18/04/2026
