

# Curriculum Vitae



**Name:** Zoltan Tibor Lantos, Dr., Ph.D.  
**Nationality:** Hungarian  
**Date and Place of Birth** 22 07 1963, Budapest  
**Marital Status** Divorced, three daughters, Adrienn (1996), Melinda (1998), Regina (2001)  
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## Performance and Achievements in Digital Health

- **Establishment of the Department of Virtual Health Guide Methodology at Semmelweis University's Faculty of Health Sciences as a knowledge centre in human-machine collaboration in health.**
  - Development of educational materials on Artificial Intelligence and Machine Learning in health.
  - Creation of Artificial Intelligence applications for specific healthcare topics.
  - Representation of the university as an instructor in France-Atlanta: Simuvaction AI 2022 – „AI and Health Disparities" Global Partnership on AI Council Meeting.
- **Development of a National Digital Health Strategy for the Ministry of Innovation and Technology.**
- **Creation of an Artificial Intelligence Strategy and Action Plan for Semmelweis University.**
- **Participation in the development of the National Health Data Strategy.**
- **Participation in the establishment of the first national Secure Processing Environment.**
- **Establishment of the National Contact Point for eHealth at OKFŐ and now at ESZFK.**
  - Leadership in national projects that develop health data utilisation infrastructure.
- **Active contribution to the development of the European Digital Health Ecosystem.**
  - Leading of pioneering EU-funded projects that will develop mobile applications using the European Union Digital Identity Wallet, enabling citizens to access their health data.
  - Participation in projects aimed at developing a uniform European infrastructure for health data utilisation in research, such as HealthData@EU Pilots and TEHDAS.
  - Participation in the development of the EU Digital Covid Certificate.
  - Contribution to reviews of the EHDS Regulation currently under negotiation.
  - Leadership in a Joint Action focused on developing the details of a uniform, interoperable European ecosystem of Electronic Health Records.
  - Membership in the eHealth Member State Expert Group, collaborating with the European Commission.
- **Development of a Data Value Chain Study, currently in press, describing the process that best leads from data to health-promoting Artificial Intelligence solutions.**
- **Advisor to Heartery, a novel blood pressure management application and service package.**
- **Leadership of workshops at the Institute of Advanced Studies Kőszeg on Humanity in the Age of Robotics.**
- **Authorship of a Hungarian book titled 'From Data to Health – Journey to a Healthy Society in the Data Age'.**

<b>Work experience</b>	2021, 15 Oct- Associate Professor, Head of Department of Virtual Health Guide Methodology, Semmelweis University, Budapest
	2020- Project Manager of National Contact Point for eHealth, ESZFK – eHealth Service and Development Centre Coordinator of the PATHeD consortium, which is developing a European mobil app to access health data and eHealth Use Case Lead in the POTENTIAL (EUDI Wallet) project

2020-2018-2017-2021-20222018-2020	Health Experience Institute, Founder and CEO eHealth Software Solutions Ltd, Head of Research Jill Health Guide ApS, Denmark, Founder and CEO Lechner Knowledge Centre, Senior Researcher Institute of Advanced Studies Kőszeg, Head of Social Innovation Lab
2015-2019	Health Value Services cPlc., CEO of Person-centered Health Service Provider
2014-2015	National Health Care Service Centre, Hungary – Program Director of Health Care restructuring program
2014-2015	Health Value Ltd., Director of Cardiac Rehabilitation Innovation Project
2012-2014	GfK, Global Director of Health Experience Researches, Country supervisor for Brand and Customer Experience Researches in Russia
2011-2013	GfK Hungary, Managing Director
2011-2012	Global Cardiovascular Expert
2011-2013	CEE regional Market Access knowledge centre
2009-2012	GfK Hungary, Client Management Director, key responsibilities are Healthcare and Consumer Healthcare markets, Fact Based Consulting development, Client Management procedure
2007-2009	GfK Hungary, Head of Division, GfK LHS Healthcare key responsibilities are Healthcare and Consumer Healthcare markets, Leader of 'Personal and Leadership Development' Project during Change Management of GfK Hungary
2008	Member of the European Healthcare Brand Tracking Task Force in GfK
2008-2010	Unmet Need Explorer qualitative tool trainer and knowledge centre in GfK
2001-2007	LHS Consulting Ltd. Hungary, General Manager and Majority Owner Healthcare marketing company with consulting, market research, training and brand & communication agency departments.
2001-2006	Pharma Avalanche, Czech Republic, Slovakia, Poland, Hungary, shareholder and board member marketing & sales responsibility
2001 Jun-Nov	Abbott Laboratories (Hungária) Ltd. Business Unit Manager – Cardiovascular, Nutritionals, Urology, Anesthesiology, Hospital Business
1999-2001	Knoll BASF Pharma Hungary, General Manager
1999-2001	Knoll BASF Pharma, CEE, Obesity Competence Centre
1998-1999	Knoll BASF Pharma Hungary, Marketing & sales director
1996-	Lecturer at Corvinus University of Budapest, Marketing and Media Institute
1994-1998	BASF Hungary Ltd., Sales manager Knoll Division
1993-1994	BASF Hungary Ltd., Knoll Division, Medical representative
1990-1993	Eötvös Lóránd University, Hungary, Physical Education Department, Lecturer Karakter Ltd., English and Swedish Translator
1989-1990	T-Kartor, Sweden, Map maker,
1987-1989	Eötvös Lóránd University, Hungary, Immunology Department, Researcher, Monoclonal antibody diagnostic development
1981-1993	Professional athlete: orienteering, track and field Best results: 4th in Orienteering World Championship, 2:14:15 in Marathon

<b>Education:</b>	2012-2019	Corvinus University of Budapest, Ph.D.
	2012-2017	Re-orientation Technique Budapest International Training Course, Alexander reorientation coach
	2010-2017	Institute C.G. Jung-AMC Institute Athanor, Belgium Analyst, Art Therapist, Body Myth Analysis
	2009-2013	Hungarian Psychodrama Association Psychodrama assistant moderator
	1994-1996	Corvinus University of Budapest, Marketing Department University doctor title (Pharma Marketing Communication in the Era of Health Care Reforms)
	1992-1994	Corvinus University of Budapest, Postgraduate Faculty Economist
	1985-1987	Budapest Technical University, Faculty of Chemical Engineering Biotechnologist
	1982-1985	Budapest Technical University, Faculty of Chemical Engineering Food processing technologist

<b>Social Responsibilities:</b>	2021-	Inspire2live International Cancer Programme Advisor
	2021-	European expert for Movement Health 2030 programme
	2021-	International expert for the European Union project Towards European Health Data Space (TEHDAS)
	2021-	Head of Metadata Subgroup of National Initiatives Network at SITRA Finnish Innovation Agency
	2020-	Creating and managing the Hungarian Data saves life programme
	2016-	Founder of the My Health – Data and Care Foundation
	2010-	President of the Association for Therapy Collaborations in HealthCare
	2010-2012	Member of the Scientific Committee of Hungarian HealthCare
	2008-2010	Advisor of several health care institutes and hospitals Advisor of the Ministry of Health cabinet
	2005	Marketing advisor of the Velencei-tó–Vértes Recreational Region
	2003-2006	Communication advisor of the National Public Health Care Program
	1999-2006	Advisor of Marketing Committee of the Hungarian Orienteering Federation
1998-2005	Manager of the Hungarian Orienteering National Team	

<b>Academic:</b>	2022-	Associate Professor, Head of Department of Virtual Health Guide Methodology, Semmelweis University, Budapest
	2003-2022	Invited lecturer for Health Care Marketing at Faculty of Pharmacy of Semmelweis University
	1996-2022	Invited lecturer and external associate at Marketing and Media Institute of Budapest Corvinus University
	2009-2011	Market Research Subject Leader at Faculty of Health Sciences of Semmelweis University
	More than 200 publications and conference presentations Most important publications: <a href="https://m2.mtmt.hu/frontend/#view/Publication/SmartQuery/1127/">https://m2.mtmt.hu/frontend/#view/Publication/SmartQuery/1127/</a>	

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