



LANTOS Zoltan
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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-
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

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

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| PRACTICES LED | 2024- Data.Spirit.Health Portal – Writing Health Literacy Posts 1990-1993, Map Skills and Orientation |
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|------------------------------|---|
| TEACHING IN DOCTORAL PROGRAM | - |
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| PARTICIPATION IN TDK WORK | 2023-2024, PRESENTING HEALTH DATA AND RESEARCH RESULTS USING ARTIFICIAL INTELLIGENCE TOOLS |
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| 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

06/12/2024
