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Summary

A purpose-driven Medical Doctor and digital health strategist with over 15 years of experience leading innovation in the MedTech and Pharmaceutical industries. Proven expertise in shaping and executing AI-driven product development, digital transformation, and strategic programs. An "internal consultant" and program leader skilled at business partnering, translating complex healthcare challenges into actionable technology solutions, and leading global cross-functional teams (SAFe Agile) to deliver measurable impact. Possesses strong business acumen, with experience managing multi-million-euro budgets, developing commercial strategy, and securing €7M+ in funding.

Areas of Expertise

- Digital Health Strategy & Transformation
- AI-Driven Product Development
- Strategic Program & Project Leadership
- MedTech & Pharma Innovation
- Business Partnering & Stakeholder Alliance
- Global Product Management (SAFe, Scrum)
- Business & Commercial Acumen (Budgeting, P&L, Funding)
- AI Literacy & Prototyping (Python, APIs)
- Healthcare Data Interoperability (RWD, FHIR/HL7)
- Consortium & Alliance Management

Professional Experience

Sustainable Development & Innovation Manager (Regional)

Boehringer Ingelheim RCV (Vienna, Austria)

Apr 2023 – July 2025

Reporting to the Country Managing Director for a 33-country region, serving as an internal consultant and program leader for digital, innovation, and health equity initiatives.

- Served as an internal consultant and program leader for digital, innovation, and health equity initiatives across a 33-country region.
- Secured strategic alignment and co-developed a €1.6 million project to improve care for 100,000 cardio-renal-metabolic patients.
- Developed and delivered AI literacy training (Microsoft Copilot) to 120+ employees, establishing an internal "Friends of AI" community of 200+ members to drive AI adoption.

Innovation Project Manager (Regional)

Boehringer Ingelheim RCV (Vienna, Austria)

Jan 2022 – Apr 2023

- Directed an AI-powered patient identification pilot for chronic diseases, translating business needs into a scalable technical solution with clinical and data teams.
- Built strategic alliances with academia, startups, and industry partners to co-develop innovative technology and educational programs.

Senior Product Manager (Global)

GE HealthCare (Budapest, Hungary)

Jun 2020 – Jan 2022

- Owned the strategic product roadmap for a global Real-World Data (RWD) platform utilized by international clinical partners (e.g., Mass General Brigham).
- Led a global team of ~80 engineers within a SAFe Agile framework, prioritizing features to align with clinical, operational, and financial goals.
- Directed the implementation of FHIR/HL7 data interoperability standards, successfully integrating disparate healthcare systems into a unified data ecosystem.

Consortium Research Leader (European)

GE HealthCare (Budapest, Hungary)

Oct 2015 – Jun 2020

- Led European research consortia applying AI to medical imaging, securing ~€7 million in funding (e.g., EIT Health) from grant acquisition to prototype delivery.

- Designed and launched the 'HelloAI' program, an AI training initiative that educated over 3,000 healthcare professionals on the applications of AI in clinical workflows.

Business Unit Manager – Medical Portfolio

Akadémiai Kiadó (Wolters Kluwer Group) (Budapest, Hungary)

Oct 2011 – Oct 2015

- Managed the full lifecycle and commercial strategy for a portfolio of medical journals, books, and international scientific conferences.
- Led commercial strategy, successfully driving revenue growth through subscriptions and advertising.
- Built and maintained strong relationships with Key Opinion Leaders (KOLs) and scientific societies.

Key Strategic & AI Initiatives

- AI Literacy Education (2018-2025): Designed and led two major AI training programs ('HelloAI' at GE, 'Microsoft Copilot' at BI), training over 3,120 professionals and staff to drive technology adoption.
- Intrapreneurship Program (2022-2025): Spearheaded an agile intrapreneurship program, empowering teams to develop and launch 6 internal digital products from 20 initial concepts.
- Top Female Founders Summer School (2023-2025): Developed the winning grant proposal and managed an 8-partner consortium. Designed and facilitated innovation sprints for 300 entrepreneurs, guiding them from ideation and business model development to AI healthcare prototyping and pitching.

Education

- **Medical Doctor (MD)** (1994-2000)
Semmelweis University, Budapest, Hungary
- **Master of Business Administration (MBA) Candidate** (2018-2020, 3 of 4 semesters completed) *Budapest University of Technology and Economics Hungary*
- Multiple Certifications in: AI, Agile Development, Digital Product Management, Product Strategy, Design Thinking, Health Equity (WHO), Sustainable Development Goals (SDGs), AWS Cloud Practitioner, Project Management (Healthcare Projects).

Languages

- **English:** Professional Working Proficiency
- **German:** Basic (~B1 level, actively improving)
- **Hungarian:** Native