

## CURRICULUM VITAE

**Name:** Zsombor Zrubka MD, MBA, PhD

### EDUCATION AND ACADEMIC DEGREES

- 2019            PhD, Corvinus University of Budapest, Doctoral School of Management, Health Economics Section (Diploma ID: PhD 33/2019)
- 2006            MBA at Oxford Brookes University – Omegaglen (Diploma ID: 0353482)
- 1997            Medical doctor at Semmelweis University, Budapest (Diploma ID: 296/1997)

### PROFESSIONAL EXPERIENCE IN ACADEMIA

- 2024–            General Director, University Research and Innovation Center, Óbuda University, Budapest, Hungary
- 2020–            Associate professor, head of HECON–Health Economics Research Center, Óbuda University, Budapest, Hungary
- 2020–2022      Part-time research fellow, Corvinus Institute for Advanced Studies, Corvinus University of Budapest
- 2020–2020      Senior lecturer, Department of Health Economics, Corvinus University of Budapest
- 2019–2020      Assistant professor, Department of Health Economics, Corvinus University of Budapest
- 2019–2022      Professional coordinator, research project lead at Corvinus University of Budapest, Thematic Excellence Program (NKFIH-869-4/201) National Research, Development and Innovation Office
- 2018–2020      Assistant research fellow, Corvinus University of Budapest
- 2015–2019      PhD candidate, Department of Health Economics, Corvinus University of Budapest
- 1999–2000      PhD candidate, Semmelweis University of Medicine

### PROFESSIONAL EXPERIENCE IN THE PHARMACEUTICAL INDUSTRY

- 2015 – 2017      Head of Specialty Business Unit  
Sandoz Hungary Plc.
- 2011 – 2015      International biotechnology and oncology marketing team leader,  
International Business Unit Manager Biotechnology and Oncology,  
International Business Unit Manager Biotechnology  
Egis Pharmaceuticals Plc.
- 2010 – 2011      Business development manager
- 2010              Head of marketing Business Unit 1  
Pfizer Hungary
- 2009-2010      Medical team leader psychiatry / Zeldox - Specialty Care Business Unit  
Europe / Australia New Zealand  
Employer: Pfizer Hungary, team location: Paris, France
- 2006-2009      European Brand manager, Senior European Brand Manager Zeldox  
European Brand Team (EBT), Zeldox, Neuroscience European Brand Team;  
Pfizer UK, Pfizer Germany
- 2002-2006      Product manager  
Pfizer Hungary
- 2000-2002      Sales representative  
Janssen-Cilag, division of Johnson & Johnson Ltd.

## PROFESSIONAL EXPERIENCE IN HEALTHCARE

1997-1998 Resident in psychiatry, child psychiatry: National Institute of Psychiatry and Neurology, Vadaskert Hospital

## OTHER FUNCTIONS IN HIGHER EDUCATION

2024 Member of the University Council of Óbuda University, Budapest, Hungary  
2024 Member of the Scientific Council of Óbuda University, Budapest, Hungary  
2023– Elected member of the Employee Council, Óbuda University, Budapest, Hungary  
2023– Chair of the Credit Transfer Committee at Innovation Management Doctoral School, Óbuda University  
2023– Core faculty member, Innovation Management Doctoral School, Óbuda University, Budapest  
2020– Member of the admissions board, supervisor, Doctoral School of Applied Informatics and Applied Mathematics, Óbuda University, Budapest  
2020– Secretary, Scientific Council at Óbuda University, Budapest  
2019– Supervisor, Doctoral School of Business and Management, Corvinus University, Budapest  
2018–2020 Member, Scientific Council at Corvinus University of Budapest

## EDUCATION EXPERIENCE IN HIGHER EDUCATION

2026 Course coordinator of Autonomous Intelligence in Practice -- An Interdisciplinary and Systems Intelligence Approach course with external lecturers  
2025 Course coordinator of Applying Large Models and Generative AI For Interdisciplinary Science and Innovation in an Advanced Systems Intelligence Framework and the AI Agents with Large Language Models and Retrieval Augmented Generation - An Interdisciplinary and Systems Intelligence Approach courses with external lecturer  
2025 Course coordinator of Digital Innovation Course with external lecturer  
2024 Development of the Innovation Theories, Management and Policy PhD course at Óbuda University  
2023 Development of Proof of Concept Innovation Project Course at Óbuda University  
2023 Development of Clinical Epidemiology Course for the Hospital Engineering Masters Programme at Óbuda University  
2023 Development of the Health Economic Modelling PhD Course at the Doctoral School of Applied Informatics and Applied Mathematics at Óbuda University  
2022 Contribution to the development of the Innovation Management PhD Program at Óbuda University, member of the founding board.  
2022 Development and leading PhD course in English (Doctoral School of Applied Mathematics and Applied Informatics, Óbuda University): Quantitative synthesis of scientific evidence related to health, meta-analysis  
2021 Project member – contribution to the development of the Business Informatics Masters Program and the Hospital Technology Masters Program at Óbuda University, development of courses  
2020 BSc / MSc course development in English: Introduction to Health Economics, The Economics of Health Technology Innovation (Óbuda University)  
2020 Project member - Data Science Programme Development, Corvinus University of Budapest  
2018 Subject development in English language: Economics of Healthcare Innovation (MSc/BSc)  
2015–2020 Education in Hungarian / English (BSc /MSc)

- Quantitative data analysis; Health policy and financing, Health economics, Introduction to health economics. Transforming two courses to online form.
- 2011–2015 Guest lecturer at Corvinus University of Budapest, lectures in Hungarian and English language in Health Policy and Financing and Health Economics courses
- 2000 PhD candidate Semmelweis University of Medicine, Doctoral School  
Participation in clinical research and education projects.

#### **TALENT MANAGEMENT EXPERIENCE IN HIGHER EDUCATION**

- 2025 IMDI Leuba Vivien, complex exam board member
- 2025 IMDI Személyi László, complex exam board member
- 2025 IMDI Szeszák Bence, complex exam board member
- 2025 IMDI Balogh Attila, complex exam board member
- 2025 University of Pannonia Doctoral School of Business and Management, Németh Eszter doctoral thesis opponent
- 2025 Pannon Egyetem Gazdálkodás- és Szervezéstudományok Doktori Iskola, Németh Eszter munkahelyi vita, külső opponens
- 2025 AIAMDI Dénes-Fazakas Lehel doktori védés, titkár
- 2025 AIAMDI Dénes-Fazakas Lehel doktori munkahelyi vita, titkár
- 2024 AIAMDI Bringye Zsolt PhD komplex vizsga bizottsági tag
- 2024 IEEE IEEE Hungary Section Student Paper Contest bíráló
- 2023 Member of committee, secretary: thesis proposal debate of Bence Czakó, Óbuda University Doctoral School of Applied Informatics and Applied Mathematics
- 2022 Member of PhD complex examination board: Nóra Radó (Semmelweis University, szupervisor: Dr. Zsuzsa Gyórfy)
- 2022 New National Excellence Program (ÚNKP) Conference at Óbuda University, 2022.06.09. Engineering Sciences – Computer Sciences – Section Chair
- 2021 Member of PhD defence committee: Ágnes Györgyey (Semmelweis University)
- 2020 PhD opposer: dr. Márta Szegedi, Semmelweis University School of PhD studies.
- 2019– PhD supervision in Hungarian and English language: Kopcsónén Németh Irén Anna (part-time, year of graduation: 2021, Corvinus University of Budapest, Doctoral School of Business and Management) Omar Rashdan (part-time, year of graduation: 2021, Corvinus University of Budapest, Doctoral School of Business and Management), Hosein Motahari Nezhad (year of graduation: 2023, Corvinus University of Budapest, Doctoral School of Business and Management), Meriem Fgaier, Hana Al-Abdulkarim (expected time of graduation 2026, Óbuda University Doctoral School of Applied Informatics and Applied Mathematics), Barbara Tóth (expected time of graduation 2026, Óbuda University Doctoral School of Innovation Management) , Dóra Szerencsés (expected time of graduation 2027, Óbuda University Doctoral School of Innovation Management), Csaba Árendás (expected time of defense: 2027, Óbuda University, Innovation Management Doctoral School), Fruzsina Mezei (expected time of defense: 2026, Óbuda University, Innovation Management Doctoral School), Seid Belay (expected time of defense: 2029, Óbuda University, Innovation Management Doctoral School)
- 2019– Scientific Study Circle supervision in Hungarian and English languages: Áron Pap, Dorottya Horváth, Barbara Tóth (2020. Health Economics Section 2<sup>nd</sup> place)

2019– Master’s thesis supervision in Hungarian and English languages 2019: Mmushi Matjila (excellent), Anna Arunashvili (excellent), 2020: Barbara Tóth (excellent), Gabriella Kiss (excellent), Francesca Lombardo (in progress)

#### **AWARDS IN HIGHER EDUCATION**

2024 Orvosi Hetilap Markusovszky Lajos award for the best publication in 2023  
2024 ISPOR Distinguished service award 2022-2024  
2021 European Doctoral Programmes Association of Business and Management - EDAMBA 2021 Thesis Competition 2nd prize  
2019 Award of the Student Council of Corvinus University of Budapest, Best lecturer of 2<sup>nd</sup> semester 2019; 3<sup>rd</sup> place

#### **EXPERIENCE IN RESEARCH AND RESEARCH MANAGEMENT**

2026 Submitted: National Research, Development and Innovation Office 2026-4.1.1-MISSZIÓK AI for Public Health  
2026 Submitted: National Research, Development and Innovation Office of Hungary Austrian-Hungarian Joint Research Grant (NKFIH 156475)  
2024 National Research, Development and Innovation Office of Hungary Mecenatúra grant (NKFIH 149477): Thriving in health and technology university innovation ecosystems: the future generation’s paths to success in research, innovation, and entrepreneurship. Special session and workshop at SACI 2025 conference.  
2022 Contributor to BurEB Changes in the Socio-economic Burden of Epidermolysis Bullosa in Europe (2019-2.1.7-ERA-NET-2021-00055; Horizon 2020 EJP RD COFUND-EJP N° 825575)  
2022- Professional lead of EcoAction at Óbuda University, an international consortium aiming to develop the university innovation ecosystem. Funded by the European Institute for Innovation and Technology.  
2022-2023 Management Committee member of COST ACTION CA21147 - European Network on Optimising Treatment with Therapeutic Antibodies in chronic inflammatory diseases (ENOTTA), lead of Workgroup 4 (Cost-effectiveness assessment, acceptability and implementation)  
2022 Contribution to the Health and Society workpackage of the RISEN higher education consortium  
2021- Key contributor in the Thematic Excellence Program: Development and assessment of Innovative Digital Health Technologies (TKP2021-NKTA-36)  
2021-2022 Contribution to the Measuring university excellence in the V4 region; eliminating invisibility and getting recognition research project, supported by Visegrad Fund  
2021-2022 Research project lead in the Tématerületi Kiválósági Program funding scheme at Corvinus University of Budapest, financed under TKP2020-NKA-02 of the National Research, Development and Innovation Fund of Hungary  
2020-2021 Contributor to the European Research Council (ERC) Horizon 2020 research and innovation programme (grant agreement No 679681)  
2020 ISPOR (International Society for Pharmacoeconomics and Outcomes Research) Digital Health Special Interest Group: participation in the Categorization and Definitions of Digital Health Interventions Scoping Review project  
2020 Professional organizer of the Corvinus Health Policy and Health Economics Conference Series 2020/I. (Corvinus University of Budapest, 2020.02.25.) Title: The Value of Digital Health, Is Health Economics Ready for Digital Transformation? Invited speakers: dr. Katarzyna Kolasa (Kozminski)

University, Warsaw), István Csizmadia (ÁEEK), Gergő Merész (OGYÉI), Zsolt Szombathelyi (Richter Gedeon Plc.), Oscar Brito Fernandes (PhD candidate, Corvinus University of Budapest / University of Amsterdam), dr. Zsombor Zrubka (Corvinus University of Budapest), moderator: Prof Márta Péntek.

- 2019–2020 Professional coordinator: Thematic Excellence Program at Corvinus University of Budapest (NKFH-869-4/201) funded by the National Research, Development and Innovation Office. Leading two scientific projects: Economic and societal benefits of digitalization in healthcare and the health industry; The economic and societal benefits of biotechnology
- 2019 As consortium member, contribution to the preparation of H2020 grant proposal: CS1-BHC-25-2019 Demonstration pilots for implementation of personalised medicine in healthcare, proposal ID: 847953, STAR-PILOT (Large-scale pilots of the stochastic targeted protocol for personalised glycaemic control of critically ill patients)
- 2018–2020 Participation as researcher in the Higher Education Excellence Program at Corvinus University of (20764-3/2018/FEKUTSTRAT)

#### **REPRESENTATION IN INDUSTRY ASSOCIATIONS, SCIENTIFIC ORGANISATIONS**

- 2025 Member - ISPOR (International Society for Health Economics and Outcomes Research) Task Force Review Committee (TRC)
- 2025 Member - Health Science and Policy Council of ISPOR (International Society for Health Economics and Outcomes Research)
- 2025 Chair ISPOR (International Society for Health Economics and Outcomes Research) Digital Health Special Interest Group
- 2024– Chair-elect, ISPOR (International Society for Health Economics and Outcomes Research) Digital Health Special Interest Group
- 2023– Secretary, Hungarian Economic Association, Health and Health Care Economics Section
- 2020– Member, Hungarian Economic Association, Health and Health Care Economics Section
- 2019– Key scientific project co-chair, ISPOR (International Society for Health Economics and Outcomes Research) Digital Health Special Interest Group
- 2014–2015 Representing Egis Pharmaceuticals Ltd. in the European Generic Association's Biosimilar Medicines Group's Market Access Committee
- 2015–2017 Representing Sandoz in the Hungarian Generic Associations' Biosimilar Working Group

#### **INTERNATIONAL CONFERENCES**

- 2025 CINTI 2025 (IEEE 25th International Symposium on Computational Intelligence and Informatics) – session chair: Special Session on Large Language Models, 2025. November 18-20, Budapest.
- 2025 International Conference and Summer Institute on GenAI Literacy: Multidisciplinary Research and Practice in the Age of GenAI (ICGAL 2025) June 10-13, 2025 Budapest, Hungary: Dr. Kristof Fenyvesi; Dr. Zsombor Zrubka MD, MBA; Zoltan Marton. Exploring Technology Augmentability: A Framework for Enhancing Capabilities in Education. – keynote speaker
- 2025 Mecenatúra conference organiser (MEC\_SZ\_149477): Thriving in health and technology university innovation ecosystems: the future generation's paths to success in research, innovation, and entrepreneurship: A special session and workshop of SACI 2025 (IEEE 19th International Symposium Applied Computational Intelligence and Informatics), 2 international conference. Session chair: Session on Applied Research on Computer Science and Mathematics

- 2025 Applied Economics in Digital Health Workshop, ZEW, June 5-6, 2025 Mannheim, Germany: Advancing the reporting of digital health interventions: experience using the PICOTS-ComTeC framework – workshop speaker
- 2025 ISPOR 2025, May 13-16, 2025, Montreal, Canada: Advancing the Definition and Reporting of Digital Health Interventions: From PICOTS-ComTeC to CHEERS-DHI – speaker
- 2024 ISPOR Europe 2024, November 17-20, Barcelona: Digital Health Special Interest Group Open Meeting – panel vezetõ, workshop moderator
- 2024 HTAi 2024 June 15-19, 2024 Seville: Speaker at the “ Assessment of Artificial Intelligence Health Technologies: Methodologies, Tools, Case Studies and Challenges” workshop
- 2024 ICCC 2024 11th IEEE International Conference on Computational Cybernetics and Cyber-Medical Systems April 4-6, Hanoi, Vietnam: co-chair of the technical committee
- 2023 ISPOR Europe 15-17 November 2023, Copenhagen. Speaker: Extending the PICOTS Framework for Evidence Syntheses of Digital Health Interventions: Results of a Delphi Consensus Study. Session: Advancements in Digital Health Interventions: Evidence Syntheses, Value Assessment, and Global Perspectives
- 2023 International Market Access Society (IMAS) Access Europe 2023 Conference, 2023 Oct 2-4 Budapest, Hungary, Panel member: Assessing the Value of Digital Health Technologies Oct 4, 13.00-14.15.
- 2023 ISPOR Europe 15-17 November 2023, Copenhagen. Discussion Leader: An Evidence Analysis Framework for Digital Health,
- 2023 IEEE 23rd International Symposium on Computational Intelligence and Informatics (CINTI 2023) Chair of Online Session on Neural Networks
- 2023 IEEE 21st International Symposium on Intelligent Systems and Informatics (SISY 2023), chair of Online Session on Informatics
- 2023 27th IEEE International Conference on Intelligent Engineering Systems (INES 2023) session chair on Cyber-Medical Systems
- 2022 IEEE 20th Jubilee International Symposium on Intelligent Systems and Informatics (SISY 2022). Organizer and track chair: Special Session on Research Protocols and Systematic Reviews
- 2022 ISPOR Europe 2022 Quo Vadis? Speaker: Evolving the ISPOR Digital Health SIG for 2023 and Beyond. (ISPOR Forums)
- 2021 Virtual ISPOR Europe 30, November – 3, December 2021, Speaker: Do ICERs Support the Digital Revolution? (ISPOR Forum)

### **Educational materials**

- 2025 Hungarian Innovation Agency: RRF-2.1.3-22-2023-00003 “Institutional innovation in higher education programmes and in services aligned with the core activities of higher education institutions, and the strengthening of higher education’s adult education activities.” Dr.

	Fehérvölgyi Beáta, Dr. Zrubka Zsombor, Dr. Dóry Tibor: Innovation management multimedia course under publication (5 / 14-chapters)
2023	Klinical Epidemiológia – online course (Introduction to biostatistics, survival analysis, diagnostics)
2022	Health Economic Modelling – course materials for doctoral consultation
2021	Quantitative synthesis of health evidences, meta-analysis – course materials for doctoral consultation
2021	The Economics of Health Technology Innovation – course materials
2020	Introduction to Health Economics – course materials

### **SCIENTIFIC PUBLICATIONS (status as of December 2025)**

Combined impact factor IF: 205.404 (177 publications, out of which journal article: 68; D1:26 Q1:16, Q2:13. MTMT (Hungarian Scientific Bibliography) total citations: 985, out of which independent citation:739, Hirsch index: 16. (Google Scholar total citations: 1519, Hirsch-index: 22)

#### **MTMT**

<https://m2.mtmt.hu/gui2/?type=authors&mode=browse&sel=10059860&view=simpleList>

#### **Google Scholar**

<https://scholar.google.com/citations?hl=en&user=Aos-sEIAAAAJ>

### **REVIEWER IN SCIENTIFIC JOURNALS**

Slovenian Journal of Public Health, Rheumatology International, European Journal of Health Economics, PLoS One, Expert Opinion On Biological Therapy, Risk Management and Healthcare Policy, Smart Homecare Technology and TeleHealth, The Journal of Medical Economics, Health and Quality of Life Outcomes, Journal of Medical Internet Research, Applied Network Science, Biologics: Targets and Therapy, Open Access Rheumatology: Research and Reviews; ClinicoEconomics and Outcomes Research, International Journal of General Medicine, Nature Scientific Reports, Adis BioDrugs, Journal of Advances in Medicine and Medical Research, Clinical Interventions in Aging, Frontiers Public Health, International Journal of General Medicine, Expert Review of Pharmacoeconomics and Outcomes Research, Therapeutics and Clinical Risk Management, Frontiers Pharmacology, Frontiers in Pharmacology, section Drugs Outcomes Research and Policies, Journal of Inflammation Research, Frontiers in Psychology, BMJ Open, JMIR Neurotechnology, JMIR Formative Research, JMIR Rehabilitation and Assistive Technologies, JMIR Public Health and Surveillance, JMIR Research Protocols, Interactive Journal of Medical Research, Heliyon, Nursing Open, npj Digital Medicine, BMC Public Health, Informatics, Value in Health, BMJ Digital Health and AI, Journal of Prosthodontics, BMJ Paediatrics Open, PharmacoEconomics Open, BMC Geriatrics, BMC Health Services Research

### **EDITOR IN SCIENTIFIC JOURNALS**

Frontiers in Health Services Cost and Resource Allocation section: review szerkesztő,  
Frontiers in Education: review szerkesztő, PLOS One Academic Editor

Budapest, 2026.03.30

Dr. Zsombor Zrubka