

Mahmoud *Halat**

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\$100K Lovable Shipped S1 grand prize	10M+ patient journeys orchestrated	100+ healthcare deployments	25% of Canada's daily COVID doses, peak	#2 → 80 Verto: employee #2, scaled to 80
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EXPERIENCE

Verto Health2018 – PRESENT

Product Designer · Product Manager · Director of Product Marketing & AI Transformation · now on contract · Toronto

- Joined as employee #2 and helped scale to 80. Tripled ARR in two consecutive years; architected 30+ GTM strategies and partnered on multimillion-dollar enterprise contracts.
- Patent co-author (WO2025147762A1): dynamic clustering of standard medical coding systems for patient-journey reconstruction across organizations.
- Led AI integration across 100+ health-system deployments and 10M+ patient journeys; the platform ran roughly a quarter of Canada's daily COVID doses at peak.
- Shipped 10,000+ high-fidelity screens and the company-wide design system; cut design-to-engineering handover 50% and lifted feature adoption 30%.

Product Analyst & Designer2015 – 16

ISeeHear Inc. · Toronto

- Researched biotech and genetics markets to shape product-market fit; built user-behavior analytics and marketing collateral.

VENTURES · 2024 – PRESENT

GiveFeedback.devCO-FOUNDER, LEAD BUILDER

SaaS that structures client feedback into controlled rounds. Won the \$100K Lovable Shipped S1 grand prize (#1 global), shipped in 6 weeks, paying clients before the prize closed.

Space & StoryCO-FOUNDER, CREATIVE DIRECTOR

Studio building websites that rank in AI search and convert. 30+ projects across fintech, real estate, healthtech, and education.

XYspace.devCO-FOUNDER, OPERATOR

Integrated AI for regulated industries, delivered lean on an agent fleet. Client work signed within four months of launch.

Cite-met.comCO-FOUNDER, OPERATOR

Makes AI-built sites readable and citable by search engines and AI crawlers. Recurring revenue in four months, built before the category existed.

Lotso TravelCO-FOUNDER, OPERATOR

AI WhatsApp interface for eSIM purchases across 195 countries. #7 global on Lovable S1; outranked Rogers and Telus on Google in 90 days; runs passively.

AFFILIATIONS



AWARDS & WINS

\$100K grand prize Lovable Shipped S1 (2025) · 5,800 builders

#1 & #7 global Lovable S1 · GiveFeedback & Lotso

Patent WO2025147762A1 patient-journey reconstruction

Plug & Play Creasphere Munich 2024 · Verto × NEOM

BMZ · MaRS · OneEleven healthbound, co-design & community awards

Explorations Artist Grant TO Live, 2025

PUBLIC WORK

Agentic Marketing OS v3 open framework, CC-BY 4.0 · 280+ citations

U of T MHI guest lecturer AI Risk Management

Toronto B2B · Imam Dev Academy AI tooling & workflow talks

Independent art exhibit Meridian Arts Centre with TO Live · May 2026

EDUCATION & CERTIFICATION

Master of Health Informatics · U of T · Magna Cum Laude

Honours BSc, Biomedicine · York · Cum Laude

Certified Software Product Manager · Product School

HL7 Fundamentals · Vibe Coding L5: Diamond (Lovable)

SKILLS

Product strategy & GTM · AI integration architecture · Healthcare informatics (FHIR/HL7, EMPI, SMART on FHIR) · AEO/GEO/SEO · Brand systems & UX · Agent orchestration (Lovable, Claude Code) · React · TypeScript · Tailwind · Supabase · Cloudflare Workers · Python