

# Mahmoud *Halat* \*

Team-of-One AI operator · open to remote (US/EU friendly)

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EN · FR · AR

Team-of-One AI operator. \$100K Lovable Shipped Season 1 grand prize winner (5,800 contestants). Decade at Verto Health — joined as employee #2, helped scale to 80, oversaw 100+ deployments and 10M+ patient journeys. Patent co-author. Co-founder of GiveFeedback.dev, XYspace.dev, Space & Story, Lotso Travel, and Cite-met.

## EXPERIENCE

### Director of Product Marketing & AI Transformation

JAN 2021 – PRESENT

*Verto Health · Toronto, ON*

- Lead product marketing, brand, and AI integration across a multi-product healthcare ecosystem reaching 10M+ patient journeys across 100+ deployments.
- Architected 30+ GTM strategies; partnered on multimillion-dollar enterprise contracts with Canadian and US health systems.
- Patent co-author (WO2025147762A1) on biomarker detection and health-status determination via AI integration architecture.
- Engineered the platform administering 25% of Canada's daily COVID vaccine doses at peak.
- Cut admin overhead ~20% via digital twin models and NLP-based data harmonization.

### Product Manager

JAN 2019 – JAN 2021

*Verto Health · Toronto, ON*

- Developed three multi-year product roadmaps spanning chronic disease management, population health, and data integration.
- Managed 14 client product working groups across the Verto product suite.
- Scaled solutions to 50+ clinics in under 12 months via Agile pilots and continuous user-feedback loops.
- Introduced real-time dashboards (wait times, care outcomes, satisfaction) that lifted feature adoption by 30%.

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## Product Designer

JAN 2018 – JAN 2019

*Verto Health · Toronto, ON*

- Designed 10,000+ high-fidelity screens across clinician, patient, and admin-facing applications.
- Established high-fidelity prototyping as a company-wide design system standard, refining design-to-engineering handover cycles by 50%.
- Co-designed the multi-award-winning patient transition platform for Bayshore Healthcare.

## Product Analyst & Designer

JUL 2015 – JAN 2016

*ISeeHear Inc. · Toronto, ON*

- Researched biotech and genetics markets to shape product-market fit and inform feature prioritization.
- Contributed to user-behavior analytics and marketing collateral including animated marketing videos.

## VENTURES (CONCURRENT WITH VERTO, 2024 – PRESENT)

### GiveFeedback.dev CO-FOUNDER, LEAD BUILDER

*SaaS that structures client feedback into controlled rounds for agencies and product teams.*

- Won the \$100,000 Lovable Shipped Season 1 grand prize, beating 5,800 global builders.
- #1 globally on Lovable Shipped. Shipped in 6 weeks. Paying clients before the prize.

### XYspace.dev

CO-FOUNDER, OPERATOR

*Lean co-founding team shipping software for early-stage clients with an agent fleet.*

- \$55K signed in 4 months, \$100K active pipeline, \$37K average contract.
- Lean co-founding team + agent fleet for proposals, scoping, and delivery.

### Space & Story CO-FOUNDER, CREATIVE DIRECTOR

*Studio building websites that rank in AI search and convert visitors.*

- 30+ projects shipped across fintech, real estate, healthtech, and education.
- Clients include IDA, Voltra Electric, Zebra Home Cinemas, Cannabislink, Bosco Canada.

### Lotso Travel

CO-FOUNDER, OPERATOR

*AI-driven WhatsApp interface for eSIM purchases across 195 countries.*

- #7 globally on Lovable Shipped Season 1. Outranked Rogers and Telus on Google in 90 days.
- ~\$200/day in passive sales; ~40% cost reduction vs. competitors.

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## RECOGNITION & PUBLIC WORK

### AWARDS & WINS

**\$100K Grand Prize** — Lovable Shipped Season 1 (2025), 5,800+ contestants

**#1 Global** — Lovable Shipped S1 — GiveFeedback.dev

**#7 Global** — Lovable Shipped S1 — Lotso Travel

**Patent co-author** — WO2025147762A1 — Biomarker Detection

**Plug & Play Startup Creosphere winner** — Munich digital-health accelerator, 2024 — Verto Health × NEOM partnership in Health, Wellbeing & Biotech

**BMZ Healthbound Challenge** — Award winner

**MaRS Procurement by Co-Design** — Award winner

**OneEleven Community Award** — Toronto incubator

**2025 Explorations Artist Grant** — \$7K · TO Live + RBC Foundation

### PUBLIC WORK

**Agentic Marketing OS v3** — Open framework, CC-BY 4.0 — 280+ citations, 42 case studies

**U of T MHI Guest Lecturer** — AI Risk Management

**Toronto B2B Marketing Community** — AI tooling for marketing

**Imam Development Academy** — AI workflows for volunteer leaders

**First solo art exhibit** — Meridian Arts Centre, Toronto · May 23–25, 2026 — arabesque artwork using data, design, and software

## AFFILIATIONS



## EDUCATION & CERTIFICATION

**Master of Health Informatics** — University of Toronto · Magna Cum Laude · 2017

**Honours BSc, Biomedicine** — York University · Cum Laude · 2015

**Certified Software Product Manager** — Product School · 2018

**HL7 Fundamentals** — HL7 International · 2024

**Vibe Coding L5: Diamond** — Lovable highest-tier certification · 2025

## SKILLS

Product strategy & GTM · AI integration architecture · Healthcare informatics (FHIR/HL7, EMPI, SMART on FHIR) · AEO / GEO / SEO · Brand systems & UX · Solo / lean-team delivery · Agent orchestration (Lovable, Claude Code) · Stack: React, TypeScript, Tailwind, Supabase, Cloudflare Workers, Next.js, Python/Jupyter