

PERSONAL INFORMATION

Private name: **Moshe**, Family name: **FACLER**

WORK EXPERIENCE

10/2020 – Current

PhD Candidate - with Israel Ministry of Economy and High School Teachers Organization Grants

Babeş-Bolyai University; Faculty of Psychology and Educational Sciences; Doctoral School "Didactics. Tradition. Development. Innovation"

- Research activities In Israel high school network schools for the research
- Writing and publishing research papers, articles
- Teaching and Master's Degree Retraining Track.
- Teacher training activities in Technological Pedagogical Content Knowledge in online learning and Personalized Learning approach; Blended Learning; Virtual Environment Learning during the coronavirus pandemic period; Digital Learning Tools and Platforms; Designing and manufacturing technical products applications; Event workshops and conferences (Israel Universities and Colleges).
- Community experiences in personalized learning in Israel (Campus IL).

Business or sector Research and Education

10/2021 – Current

Founder and CEO of REVODUCATE company (Israel)

- Strategic Partnerships with Schools for a Personalized Digital Learning Approach: Establish relationships with school principals, district leaders, and education networks to integrate the platform into daily teaching and learning practices.
- Collaboration with the Ministry of Education: Engage with policymakers and curriculum authorities to align the platform with national educational standards, pilot programs, and official frameworks such as the GEFEN program in the Israeli National Education system.
- Need Assessment and Customization: Conduct in-depth needs analysis with schools to tailor the system's capabilities (Adaptive content, learning analytics) to specific student populations and educational goals
- Training Top leaders for a Personalized Digital learning approach.
- Professional Development and Training Programs: Lead the development and implementation of training modules for teachers and school staff to ensure adequate system use and promote pedagogical innovation
- Monitoring Implementation and Impact: Oversee the rollout process in schools, track usage metrics and learning outcomes, and coordinate feedback loops for continuous improvement.
- Showcasing and Demonstrations: To demonstrate the value of personalized learning solutions, the company participated in educational conferences in colleges and IMOIE, innovation forums (such as Edge entrepreneurship programs), and school board meetings. Verify the abilities of other platforms.
- Pilot Management and Evidence-Based Validation: Initiate and manage pilot programs in collaboration with selected schools, analysing outcomes and building a case for broader adoption based on measurable success over time, including learners' and teachers' training. Serve as a thought leader and advocate for personalized education in the digital age, as well as during and after the COVID-19 pandemic, by publishing insights and participating in roundtables with educators, researchers, and tech leaders' forums.
- Investor Relations and Fundraising, Business Growth, and Strategic Scaling: Lead investor relations by presenting the company's vision, growth plan, and results; manage fundraising and build strategic partnerships to support scalable, mission-aligned growth.
- Team Leadership and Culture Development: Oversee talent acquisition, team development, and organizational culture to ensure a motivated, skilled, and mission-driven workforce.

Business or sector Non-Governmental Organization (NGO) – Education & Business

08/2018-Current

Teacher training at Amal group high school network, Energy-Tech, Hadera, Israel
ICT and digital educational technology coordinator at the Amal Group network. Teacher, Amal High School.

Teacher of Mathematics, Physics, ICT, Educational Applications, Engineering Systems, Business Entrepreneurship, and Digital Coordinator. Winner of the Israeli national competition "Entrepreneurship of the Year" in 2019 and 2021. QF in New York, US, 2021.

Business of sector: Entrepreneurship in Education - Unistream the Israel National Entrepreneurship Association.

08/2014-08/2018

STEM Teacher at Center District

Israel Ministry of Education – Center District Municipal town schools, Arnon-Ramat-Gan, Rabin-Telmond, Dror-Bnei Dror

- Teacher of Mathematics, Physics, ICT, Educational Applications, Engineering Systems, Business Entrepreneurship, Educational Digital Training, and Teacher's Team.

Business or sector: Government Organization & Education

12/2014-12/2015

Ministry of Finance, Implementation Coordinator ERP-SAP information system

Israel Ministry of Finance

- Implementation Management, SAP ERP Merkava implementation project. Modules included: Maintenance, Production, Inventory, Procurement, Human Resources, Training, Costing, Project Management, Customer Service Management, Logistics, Integration.

Business or sector: Governmental Organization – Information systems.

03/2007-03/2013

Deputy Head of the IDF Information System Implementation PROLOG Program ERP-SAP

IDF - C4I ICT Command

- Coordinate and oversee work plan and system integration activities.
- Represent the IDF in NATO military forums worldwide for strategic collaboration.
- Manage personnel and resource allocation in coordination with government ministries and IMOD.
- Supervise training programs and instructional development.
- Lead software testing processes and quality assurance operations.
- Plan and execute go-live strategies and deployment phases.

Business or sector: Government & Infosys-Military/Defense

05/2002 - 09/2006

Head of Application Domain – Maintenance and Production Planning (PP-PM), Business Data Management (PDM)

IDF - C4I ICT Command

- Lead the implementation and optimization of SAP PP-PM modules for maintenance and production planning.
- Manage PDM systems to ensure accurate and accessible business data across the organization.
- Coordinate cross-functional requirements between operations, logistics, and IT teams.
- Oversee system configurations, process mapping, and user support.
- Drive digital transformation initiatives in asset management and manufacturing planning.
- Ensure data integrity and lifecycle management for technical and operational documentation.
- Support decision-making through advanced analytics and reporting tools.
- Implementation and training end users.

Business or sector: Government - Information systems Support & Data Management

05/1999 – 08/2002

Head of Tactical ICT Systems Section, C4I Directorate, Ground Forces

IDF - Technology Unit, IDF

- Lead the development and integration of tactical communication and information systems for ground forces.
- Manage cross-functional teams of engineers and system architects in field-ready ICT solutions.
- Oversee operational readiness and lifecycle management of tactical systems and equipment.
- Coordinate with operational units to define requirements and ensure technological alignment.
- Supervise system testing, field trials, and implementation in training and combat environments.

Business or sector: Government - Information systems Support & Data Management

- 01/1996 – 06/1999 **Head of Tactical ICT and Computing Logistics**
Planning Division (IDF Ground Forces)
 - Lead procurement planning and logistical management of tactical communication and computing systems.
 - Coordinate equipment lifecycle, from requirement definition to operational deployment.
 - Manage budgets and acquisition processes in coordination with MOD and defence industries.
 - Ensure synchronization between operational needs and on-the-ground technological capabilities.
- 06/1993 – 01/1996 **Head of Production Management Section – ERP-MF, Manufacturing and Assembly Plant**
IDF - C4I ICT Command
 - Oversee the implementation and operation of ERP-MF systems for production planning and execution.
 - Manage real-time production data, process tracking, and performance optimization.
 - Coordinate between planning, logistics, and shop-floor teams to ensure efficient workflow.
 - Lead system improvements and support continuous manufacturing innovation.
- 06/1992 – 01/1993 **Commander of Tactical Equipment and Electronic Warfare (EW) Manufacturing Facility**
IDF - C4I ICT Command, Depot-Level Maintenance and Rehabilitation Center.
 - Lead the operation and management of a specialized production facility for tactical and EW systems.
 - Oversee end-to-end manufacturing processes, including assembly, testing, and quality assurance.
 - Manage multidisciplinary teams comprising engineers, technicians, and logistics personnel.
 - Ensure compliance with operational and technological standards for military readiness.
 - Coordinate with R&D units and operational forces to adapt systems to field requirements.
- 03/1990 – 09/1992 **Engineering Project Officer for Deployable Echelons**
 - IDF - C4I ICT Command, Engineering Department at the Manufacturing Plant.
 - Lead engineering planning and integration of systems for field-deployed military units.
 - Coordinate infrastructure and technological solutions tailored to operational mobility.
 - Oversee deployment readiness of communication, computing, and power systems.
 - Served as a liaison between operational units, engineering teams, and logistical support elements.

Academic Degrees and in Education

- 10/2018 – 06/2020 **Master's Degree in Education (M.Ed.) - Management and Organization of Educational Systems**
Beit Berl College, Faculty of Education, Israel
- 10/1993 – 06/1996 **Master of Science (M.Sc.) in Industrial Engineering and Management**
Specialization: Industry, Information Systems, and Infrastructures.
Ben-Gurion University of the Negev, Israel
- 02/1986 – 06/1990 **Bachelor of Science (B.Sc.) in Mechanical Engineering**
Specialization: Robotics. IDF Academic Reserve Program
Technion – Israel Institute of Technology, Israel
- 03/2013 – 06/2014 **Teacher Education Certificate**
Certified Mathematics Teacher – All Levels and Grades.
Ministry of Education, Israel
- 06/2012 – 06/2013 **Teaching Diploma in Education**
Certified Mathematics Teacher – All Levels and Grades.
Beit Berl College, Faculty of Education, Israel
- 06/1990 – 06/1991 **Graduated from the Officer Training School of the IDF C4I Directorate**
C4I Corps Officer Training School, Israel
- 06/1988 – 06/1988 **Graduated as a cadet.** Officer's Training School No. 1. The IDF Academic Reserve Program.

PERSONAL SKILLS

Mother tongue(s) Hebrew

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C1	C2	C1
Romanian	C2	C2	C2	C2	B1

Levels: A1/A2: Basic user - B1/B2: Independent user - C1/C2 Proficient user
Common European Framework of Reference for Languages

Communication skills

- Demonstrated strong interpersonal and cross-cultural communication while working with military units, government ministries, NATO representatives, and educational institutions. Led multidisciplinary teams and facilitated collaboration between engineers, educators, and strategic partners.
- Successfully managed projects from concept through implementation, aligning vision, planning, and execution. Effectively translated complex ideas into actionable plans for both technical and non-technical stakeholders.
- Proven ability to inspire teamwork, drive innovation, and deliver results in dynamic and high-pressure environments.

Organisational/managerial skills

- Extensive experience in leading complex projects in both defense and educational environments, from strategic planning to full-scale implementation.
- Skilled in managing multidisciplinary teams, aligning diverse stakeholders, and optimizing resource allocation across large-scale operations.
- Proficient in designing and executing work plans, integrating technological systems, and ensuring delivery under tight timelines.
- In the education sector, led the implementation of personalized learning platforms in collaboration with schools, government bodies, and teaching staff.

Digital skills

- advanced proficiency in MS Office (Word, Excel, PowerPoint, Outlook Express)
- ERP-SAP software modules and understanding of ABAP programming.
- Project management with MS Project, Klickup, and Monday.com
- Proficiency in SPSS – Statistical analysis, data processing, and interpretation.
- Proficient in photo and video editing software, including Canva and Adobe Photoshop.
- Proficient in educational technology tools, using Arduino controller with Robotics, Scratch, and LEGO Education SPIKE Essential.
- LMS Platforms: Moodle, Canvas, Google Classroom, Schoology, Cypher Learning.
- Assessment Tools: Kahoot, Quizizz, Socrative, Edpuzzle.
- Interactive Learning: Desmos, GeoGebra, PhET Colorado Simulations, Classcraft.

ADDITIONAL INFORMATION

Certifications/ Continuous training

- 04/2003 - Certified Content Expert – SAP Maintenance (PM) Module
Issued by SAP SE, conducted at SAP Headquarters, Walldorf, Germany
Position: Project Module Manager
- 06/2004 - Certified Content Expert – SAP Production Planning (PP) Module
Issued by SAP SE, conducted at SAP Headquarters, Walldorf, Germany.
Position: Project Module Manager
- 08/2003/ - Certified Content Expert – SAP Product Data Management (PDM) Module
Issued by SAP SE, conducted at SAP Headquarters, Walldorf, Germany
Position: Project Module Manager. Ness Israel.

- 04/2003 - Certified Content Expert – SAP Quality Management (QA) Module
Issued by SAP SE, conducted at SAP Headquarters in Walldorf, Germany.
- 04/2008 - Certified CIO – Information Systems Management Course
Issued by John Bryce Training, Tel Aviv, Israel. Cohort No. 6 |
Position: Completed while serving in a leadership position for the IDF's PROLOG logistics information system project, overseeing project management and systems integration.
- 08/1998 - Officer Certification. Graduated from the IDF Officer Training School, completing the Training Base as part of the IDF Academic Reserve Program.
- 10/1995 - C4I Corps Officer Qualification – Post-Officer School Training
Completed at Training Base, Israel, following graduation from the IDF Officer Training School
Specialized in military communications, information systems, and command, with a system-wide operational perspective across the IDF.
- 08/2018 - Certification in Innovative Educational Digital Technology
Granted by the Israeli Ministry of Education, Jerusalem. Completed as part of the training program for Educational ICT Coordinators. Cohort No. 1: Position - Innovative Educational Digital Technology Coordinator.

Honours and awards

- Entrepreneurship of the Year – Final winner. 1st Place
National UNISTREAM Competition, 2019. Represented the Amal Educational Network as project leader. Led a student team to first place in Israel's top youth entrepreneurship competition, organized by Unistream – Israel's leading educational entrepreneurship organization.
Position: Entrepreneurship manager.
- Entrepreneurship of the Year – Final winner. 1st Place.
National UNISTREAM Competition, 2021. Represented the Amal Educational Network as project leader. Led a student team to first place in Israel's top youth entrepreneurship competition, organized by Unistream – Israel's leading educational entrepreneurship organization.
Position: Entrepreneurship manager. The winning project advanced to the semi-finals of the international NFTE competition held in New York, USA.
- 10/2020 – Doctoral student grant (1 year), Ministry of Economy
- 09/2021: Doctoral student grant (1 year), High School Teachers' and Principals' Organization.
- 12/2023 - Babes-Bolyai University/Doctoral School "Didactics, Tradition, Development, Innovation".
Teachers' training during the 2023-2024 academic year.
The topics taught were:
 - The education system structure in Israel
 - Personalized Learning theoretical approach
 - The approach and online demonstration of the personalized learning system REVODUCATE.
 Awarded by the Dean, Prof. PhD Adrian Opre, and the Doctoral School manager, Prof. PhD Liliana Ciascai, in recognition of dedication, proficiency, and positive contributions to the academic community.

Memberships

- Member of the Association for Teacher Education in Europe (ATEE).
- Singularity University. USA (SU.ORG).

Conference presentations (selection)

- Facer, M. (2021, December 15-16). Personalized learning effectiveness compared to traditional classroom learning in the challenging digital era in high school [Paper presentation]. Doctoral Students' Conference: Tradition, Development & Innovation in Didactics - Early Career Researchers Conference (TDID - ERC), Didactics: Tradition, Development & Innovation" Doctoral School at Babeş-Bolyai University & Linz School of Education at Johannes Kepler University, online conference.
- Facer, M. (2022, December 15-16). The personal learner profile, as the key component for shaping a personalized learning journey, in a learning management system in the digital era [Paper presentation]. Doctoral Students' Conference: Tradition, Development & Innovation in Didactics - Early Career Researchers Conference (TDID - ERC), Didactics: Tradition, Development & Innovation" Doctoral School at Babeş-Bolyai University & Linz School of Education at Johannes Kepler University, online conference.

- Facler, M. (2023, November 23-24). Learner's profile as a crucial element in the Personalized Learning Approach within online learning systems. Can we finally move on to the next education era? [Paper presentation]. Doctoral Students' Conference: Tradition, Development & Innovation in Didactics - Early Career Researchers Conference (TDID - ERC), Didactics: Tradition, Development & Innovation" Doctoral School at Babeş-Bolyai University & Linz School of Education at Johannes Kepler University, online conference.
- Cristea, M., **Facler, M.** (2024, November 27-29). Integrating TPACK and Personalized Learning Approaches in Teachers' Virtual Environment Teaching Practices: A Comparative Study between Romania and Israel [Paper presentation]. Doctoral Students' Conference: Tradition, Development & Innovation in Didactics - Early Career Researchers Conference (TDID - ERC), Didactics: Tradition, Development & Innovation" Doctoral School at Babeş-Bolyai University & Linz School of Education at Johannes Kepler University, online conference.
- Facler, M. (2023, June 26-27). Personalized Learning Paths in a Digital Learning System (PLP in DLS). The Eighth International Conference on Teacher Education, Passion and Professionalism in Teacher Education, hosted by the MOFET Institute, Tel Aviv, Israel.
- Cristea, M., **Facler, M.**, Şuteu, L., Ciascai, L., Magdaş, I. (2021, October 28-30). University Students Perception about Learning Technology: A Thematic Analysis [Paper presentation]. 12th World Conference on Learning, Teaching and Educational Leadership, online conference.
- Cristea, M., **Facler, M.**, Şuteu (Haiduc), L., Ciascai, L., & Magdaş, I. (2021, June 25). Pre-university teachers' digital competence and wellbeing: an Israeli and Romanian comparative study [Paper presentation]. The 9th International Conference Education, Reflection, Development, Babes-Bolyai University, Cluj-Napoca – Romania, online conference.
- Facler, M. (2022, March 7-9). Personalized Learning, Digital Tools-Based Learning, and the Traditional Method in the Challenging Digital Era. The 16th International Technology, Education and Development Conference, INTED 2022. Valencia, Spain. (IATED).
- Facler, M. (2023, March 7-9). The Personal Learner Profile as the Key Component for Shaping a Personalized Learning Journey In A Learning Management System in the Digital Era. The 17th International Technology, Education, and Development Conference, INTED 2023. Valencia, Spain. (IATED).
- Facler, M. (2024, June 20-22). The Personalized Learning Approach Comparison to the Traditional Approach in the Digital Era. The 6th World Conference on Education and Teaching. Vienna, Austria. By ETCOF.ORG (ETCOF—2242).
- Facler, M. (2025, March 1-3). Adapting to a Personalized Digital Learning Environment: A Comparative Study of Teacher Practices between Romania and Israel. The 21st international conference on Mobile Learning 2025, Funchal, Madeira Island, Portugal. Organized by the International Association for Development of the Information Society (IADIS).

Studies published in international volumes

- Cristea, M, **Facler, M.**, Şuteu (Haiduc), L., Ciascai, L., & Magdaş, I. (2022). Pre-university teachers' digital competence and wellbeing: an Israeli and Romanian comparative study. In I. Albulescu & N. Stan (Eds.), *European Proceedings of Social and Behavioural Sciences*, 2 (pp. 529-538). European Publisher. <https://doi.org/10.15405/epes.22032.53>.
- **Facler, M.**, Ciascai, L. (2022). Personalized Learning, Digital Tools-Based Learning and the Traditional method in the challenging digital era. Proceedings of INTED2022 Conference 7th-8th March 2022. (pp. 9139-9147). Publisher iated2022. ISBN: 978-84-09-37758-9
Link: <https://iated.org/archive/inted2022>
- **Facler, M.**, (2023). The Personal Learner Profile, as the key component for Shaping a Personalized Learning Journey, in a Learning Management System in the digital era. Proceedings of INTED2023 Conference 6th-8th March 2023. (pp. 1336-1344). Publisher iated2023. ISBN: 978-84-09-49026-4
Link: <https://iated.org/archive/inted2023>
- **Facler, M.** (2025, March 1-3). Adapting to a Personalized Digital Learning Environment: A Comparative Study of Teacher Practices between Romania and Israel. The 21st international conference on Mobile Learning 2025 and Educational Technologies 2025, Funchal, Madeira Island, Portugal. Organized by the International Association for Development of the Information Society (IADIS). ISBN: 978-989-8704-66-5 © 2025 (pp. 73-82).
Link: <https://www.mlearning-conf.org/>