Jean-François (Jeff)

VAN DE POËL

AI Expert, Digital Strategy & Teaching Innovation

Artificial Intelligence · Digital Learning · Higher Education

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PROFILE

Senior expert in digital transformation with **over 25 years of experience** in higher education, specialising in the strategic leadership of institutional AI and digital learning projects. Supports the professional development of teaching staff, advises senior leadership, leads multidisciplinary teams and brings a strong international dimension.

🤝 **Executive board member, ETWG** (SWITCH Foundation, Switzerland) · Associate expert, HDF (Germany) and SURF (Netherlands)

🌍 **Advisory Board member** EMEA ZOOM, EDUCAUSE, EDEN

25+	500+	1000+	14
years of experience in higher education	Digital Learning and AI projects led since 2004	people trained in the educational use of AI since 2024	MOOCs created with 79 faculty members (ULiège)

AREAS OF EXPERTISE

- 🧭 **AI Strategy & Digital Transformation**
- 🔀 **Cross-functional Project Leadership**
- 🎬 **Learning Design & MOOCs**
- 🏛️ **Strategic Advice to Senior Leadership**
- 👥 **Multidisciplinary Team Management**
- 🔭 **International Monitoring & Foresight**

PROFESSIONAL EXPERIENCE

🧠 AI Lead to the Executive Board – AI Trainer

School of Social Work and Health Lausanne (HETSL) — *March 2026 – Present (20%)*

- Supports the executive board on AI strategy and digital learning
- Teaches “Introduction to AI” (first-year Bachelor) and trains teaching staff in the use of AI

🧠 Senior Scientific Coordinator – Eduhub

SWITCH Foundation — *March 2026 – Present*

- Leads the Eduhub Horizon 2030 reform · Chair of the Eduhub Board
- Facilitates communities of practice (SIGs: e-assessment, AI, OER, etc.)

🧠 Deputy Head of Digital Learning – AI in Teaching Advisor

University of Lausanne – Teaching Support Centre — *May 2024 – Present*

- Strategic advisor to the Rectorate (Digital Learning & AI), member of the AI Strategy Unit, responsible for AI in teaching
- Defined and implemented the institutional AI policy for teaching
- Represents Unil in national and international bodies (SWITCH eduhub, Swissuniversities, CIVIS, EUA, EDEN, HDF, SURF)
- **1000+ people trained**; developed reference frameworks (PRAX-IA, four-dimensional human-AI model, institutional AI maturity scale) and a wide range of AI resources

🧠 Expert Consultant & Visiting Lecturer

HETSL – Lausanne — *Sept. 2022 – Present*

- Digital strategy for teaching and creation of the Digital Support Unit (2022-2025)
- Flexible redesign of the Bachelor in Social Work (international benchmark, design & implementation, 2023-2025) · Teaching: generative AI, digital strategy, educational multimedia

Independent Senior Consultant & Speaker
Switzerland and Europe *January 2022 – Present*

- **SWITCH** (eduhub renewal) · **Canton of Vaud – DGEP** (mandatory AI module + 10 workshops for upper-secondary teachers)
- **HES-SO** (Cyberlearn optimisation, usage survey, digital learning scenarios) · **Terre des Hommes** (MOOCs on Human Rights & Children's Rights)
- **Keynotes & workshops**: University of Rennes, University of Fribourg (Faculty of Law), LUDOVIA#BE (Spa), UPTF Trainers' Days (Paris), EDEN

Deputy Director for Digital Affairs
University of Lausanne – Teaching Support Centre *January 2019 – May 2024*

- Led and managed the Digital Learning teams (12 staff: multimedia, infrastructure, lecture capture, instructional technology support)
- Drafted Unil's digital strategy (2020) and the faculty training plan for hybrid teaching
- COVID-19 crisis unit: in charge of digital and teaching actions (2020-2022)

Senior Digital Teaching Advisor & MOOC Coordinator
University of Liège – IFRES *Sept. 2013 – March 2020*

- Advisor to the Vice-Rector for Education · coordinated the MOOC unit (8 staff): **14 MOOCs created with 79 faculty members**
- Designer of the PEPITE methodology · coordinated the multimedia studio (200 videos/year) · continuing professional development for academic staff (17 workshops/year)

Project Manager | Instructional Designer
University of Liège – IFRES – LabSET *April 2004 – April 2013*

- Founder and educational coordinator of the ULiège Virtual Campus (2005-2013) · lead of the European FORMADIS project
- Educational technology trainer (20-30 sessions/year) · researcher (PMTIC, FORMADIS, E-COLE, CIUF) on the impact of ICT and multimedia on learning

Manager – Senior Expert
TED CONSULT SCS – International Organisations *June 2014 – Dec. 2019*

- Senior expert in skills transfer (ECOWAS – Fruit Fly programme) · instructional design for OCTA Innovation · competence centre at Pham Ngoc Thach University (Ho Chi Minh City)

Educational Advisor & Coordinator – Francophonie Projects
Agence Universitaire de la Francophonie (AUF) – Vietnam *Dec. 1994 – March 2004*

- Coordinated the AUF Hué office and regional projects (university programmes, bilingual classes) · member of the organising committee of the 1997 Francophonie Summit
- Supported 40 teachers/year, summer school (150 teachers), wrote curricula (French as a second language) and textbooks (Hachette)

EDUCATION & CERTIFICATIONS

PhD in Educational Sciences
In progress *2023-2027*

EDUCAUSE Digital Learning Transformation Institute – Certificate
Budget & Change Management, Digital Learning, Higher Education *2024*

Advanced Master in Higher Education Pedagogy
University of Liège · **Magna cum laude** *2011-2013*

Master in Educational Technology (UTICEF)
Univ. of Strasbourg, Geneva, Mons · **With high honours** *2002-2003*

Master-level equivalence in Education and Training Sciences (recognition of prior learning)
Univ. of Strasbourg *2001-2002*

Bachelor in Education – Primary School Teacher
Higher Institute of Pedagogical Sciences, Mons · **With high honours** *1991-1993*

AI TOOLS & RESOURCES

🛠️ **PRAX-IA** (self-assessment of assessment practices in the age of AI) · **Four-dimensional human-AI competency framework** (4D model) · **Institutional AI maturity scale** · **AI course framing assistant** (FR/EN/DE/IT tool) · **AI Readiness Diagnostic** & **AI Charter Generator** · **AI × Thesis Guide** · "AI Basics for Teaching" module (DGEP).

🌐 Open-access resources (CC BY-NC-SA 4.0) at **ialliance.ch**

SELECTED PUBLICATIONS

📄 Van de Poël, J.-F. (2024). *Empowering Teachers to Adapt Assessment Practices in the Generative AI Era.* EDEN Annual Conference Proceedings.

📄 Van de Poël, J.-F., Martin, P., & Verpoorten, D. (2025). *Multimedia-enhanced learning productions – A typology based on instructional use and needed resources.*

📄 Van de Poël, J.-F., & Verpoorten, D. (2019). *Designing a MOOC – A New Channel for Teacher Professional Development?* EMOOCs 2019, LNCS 11475, Springer.

📄 Hoebeke, M., Van de Poël, J.-F., et al. (2018). *Ludifier un simulateur d'examen en recourant à des badges.* RITPU 15(2). [Peer reviewed]

Full list on ORBi (ULiège) and IRIS/Serval (Unil).

TECHNICAL SKILLS

🤖 **Artificial Intelligence:** LLMs (ChatGPT, Claude, Mistral, Gemini, Copilot), educational AI tools, prompting, GPT agents

🎬 **Video production:** Camtasia, Final Cut Pro, Premiere · end-to-end MOOC project management

🗂️ **CMS & content management:** Drupal, WordPress, Google Sites, SPIP

🖥️ **LMS platforms:** Admin level: Moodle, Canvas, Blackboard, Claroline-Connect, Open EdX

✍️ **E-learning authoring tools:** iSpring, Captivate, Articulate, H5P

📊 **Assessment & surveys:** Wooclap, Socrative, Kahoot, LimeSurvey, Qualtrics

LANGUAGES

🗣️ **French** native · **English** fluent (C2, publications & peer reviewing) · **Vietnamese, Italian** intermediate

> *"Technology as the means, people as the end."*
> Jean-François (Jeff) Van de Poël · Digital Learning Allien · **ialliance.ch**