

*26 years of management experience in the non-profit and public sector in Israel and overseas with an expertise in the following areas:*

- Resource development (ongoing cultivation of relationships with donors, foundations, and Jewish organizations in Israel and around the world)
- Entrepreneurship - Proven experience in establishing and leading new ventures, while formulating a vision and creating collaborations
- Dealing with crisis situations including initiating, streamlining and leading processes of change and reorganization
- Management and development of employees and team building in parallel to creating a positive environment while motivating employees and volunteers
- Experience in the field of social management in Israel and in interfacing with government bodies, the non-profit sector and municipal authorities

### **Employment experience**

**2018 to present: CEO of ILAN (support services for thousands of children and adults with physical disabilities throughout their lives)**

- General management of the nationwide organization including: 38 branches from Kiryat Shmona to Eilat; eight rehabilitation facilities and sports centers; programming and assistance to more than 30 educational institutions; national projects and summer camps
- Initiating and leading substantial structural, content and budget changes, while carrying out a collective strategic process
- Initiating and leading changes in management structure and by-laws, updating organizational vision and adapting organizational agenda to current needs
- Developing and implementing an up-to-date managerial concept, including personnel recruitment where relevant, defining job descriptions and work processes
- Spearheading marketing and public relations processes that coincide with organizational reality, including initiating and orchestrating media events

**2010-2017: CEO of Beit Micha (rehabilitation of deaf and hard of hearing infants and children)**

- General management of the organization at a variety of sites in the country, while implementing a new vision and cooperative ventures with employees, volunteers, parents, partner organizations, government ministries and relevant institutions
- Initiating and directing a revitalization and transformation process, business development and implementation of organizational changes, including the establishment of unique income-generating centers, projects development, event production, and implementation of service improvement processes
- Budget management, including donations and government support and leading fundraising efforts in Israel and abroad
- Responsibility for community relations, information-sharing and public relations, initiation and leadership of inter-organizational professional forums at the national level, lobbying and public relations partnerships

2008-2010: Director of the Human Resources Division, Department of Immigration and Absorption, The Jewish Agency for Israel

2006-2008: Head of the Immigration Delegation of The Jewish Agency in North America, New York

2000-2006: Operations Manager in Israel, Department of Resource Development and Public Relations, The Jewish Agency

1996-2000: Director of the Office of Immigration and representative of The Jewish Agency for the Southeastern United States, Miami

1993-1996: Departmental Spokesman and Public Relations Officer of The Jewish Agency, Jerusalem

1991-1993: Journalist - political correspondent in the northern weekly of the Shoken Network - Yedioth Hagalil

### **Education**

Bachelor's Degree: Sociology and Political Science, University of Haifa, 1991

Master's Degree: Contemporary Jewry, the Hebrew University, 2004

### **Courses and continuing education**

Management Course - The Israeli Management Center, 2012

Mediation Course - *Goma*, 2010 (mediator certificate from the Ministry of Justice)

Human Resource Management Course - *Gishot*, 2010

Emissary Course - The Jewish Agency, 2006

Executive Course - The Jewish Agency, 2006

Marketing and Branding Course - *Sigma*, 2004

Marketing and Sales Management Course - The College of Management, 2001

Emissary Course – The Jewish Agency, 1996

Radio Profession Course - The College of Management, 1995

### **Military Service**

1983-1986 Soldier and commander in the 890th Battalion, Paratroopers Brigade

### **Languages**

Hebrew - mother tongue

English - high level

### **Past volunteer activities**

Member of the Board of Directors of the Civic Leadership organization

Founder of the Rehabilitative Daycare Operator Committee

Member of a panel on the Channel 10 television show "Outside the Bubble"

### **Publications**

Author of the book "Letters from Uri" (*Moreshet* Publishing Company)

Articles on social issues in the daily press

### **Personal Information**

Married +2