

NOA MEIR

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PROFESSIONAL PROFILE

Extensive experience in the public sector and non-profit organizations, in the fields of international affairs and media, with a focus on U.S.-Israel relations. Leader and strategic thinker - worked in pressured settings with senior decision makers. Experienced program manager and team player. Compelling public speaker and writer.

EDUCATION

MA DIPLOMACY & SECURITY
University of Tel Aviv / 2008-2009

BA SOCIAL SCIENCES
Graduated with Distinction
Bar Ilan University / 2001-2003

EXPERTISE

- Public Diplomacy
- North American Jewish Community
- Leadership & Community Development
- Program & Project Management
- Strategic Planning
- Educational Programming
- Media & Public Relations

SKILLS

- Fluent English and Hebrew (Dual citizen U.S. & Israel)
- Political-Military Diplomacy Seminar, Israel's Ministry of Foreign Affairs
- Media Training Seminar, IDF Spokesperson Representative

WORK EXPERIENCE

EXECUTIVE DIRECTOR, BIRTHRIGHT ISRAEL EXCEL

Birthright Israel / Jerusalem / 2016-2017

- Led elite business leadership program for top Jewish North American students interning in Israeli companies (e.g. Facebook, Microsoft, EY, Deloitte).
- Managed a team of 8 people in Israel and the US.
- Facilitated the growth of an active alumni community of ~600 members in the U.S and Israel.
- Launched a 3-day business summit in New York, promoting Israel, leadership, business and innovation, with speakers including Dr. Stanley Fischer and Senator Cory Booker.
- Managed a budget of 1.7 million dollars, and worked closely with supporting foundations, including writing grant proposals and reports.
- Directed a vast business network with Israeli executives and mentors as part of the programs' internship placement process.
- Developed branding in social media, launched a new website.

DIRECTOR, ISRAEL ACTION CENTER

Jewish Community Relations Council of Greater Washington / Washington D.C. / 2014-2016

- Served as the central advocacy resource to strengthen the relationship between the Jewish community in the U.S. and Israel, with a concentrated effort to include progressive groups.
- Supported lobbying efforts of members of Congress, engaged in public speaking, moderated panels, provided Israel education.
- Launched and served as lead educator of the Israel Engagement Fellowship program which provided an in depth examination of the relationship between the Jewish Community and Israel to prepare teens to be Israel advocates on their future college campuses.
- Led community mobilization efforts in response to current events ad hoc, including organizing rallies and briefings, and writing press statements.
- Facilitated ongoing collaboration with major Jewish organizations, working collaboratively with Board of Directors to create, set, and implement policies that guide the JCRC's positions on Israel.
- Managed and supervised Associate Director and interns.

EXPERIENCE CONTINUED

SHLICHA, JEWISH AGENCY ISRAEL FELLOW TO GW HILLEL

George Washington University Hillel / Washington D.C. / 2012-2013

- Selected as 1 of 3 IDF officers to partake in an exclusive project between the IDF and the Jewish Agency.
- Empowered and engaged with students on campus, and served as a mentor to pro-Israel organizations.
- Led recruitment, coordination, and staffing for students on Birthright trips, including pre-trip and follow-up.
- Provided and administered content on Social Media.

HEAD OF THE NORTH AMERICAN DESK, MAJOR

Foreign Relations Department, Israel Defense Forces / Tel Aviv / 2009-2012

- Managed collaboration with the American and Canadian Military Attachés, and with the IDF Attaché in the U.S.
- Organized and oversaw mutual visits of senior U.S. and Canadian Generals and senior IDF officials.
- Coordinated and accompanied meetings of the U.S. Ambassador in Israel with senior IDF officials.
- Wrote strategic papers regarding military cooperation, talking points and meeting summaries.
- Managed and supervised 5 officers and soldiers.

DEPUTY HEAD OF THE MILITARY INFORMATION SECTION, CAPTAIN

Strategic Division, Israel Defense Forces / Tel Aviv / 2008-2009

- Served as a liaison to foreign Military Attachés posted in Israel - initiated, planned and managed events on strategic and cultural matters.
- Led public diplomacy efforts with Attachés and representatives of the Peacekeeping Forces in Israel.
- Wrote messaging documents, presentations, and responses to requests for information.

SPOKESPERSON & HEAD OF THE NORTH AMERICAN DESK, CAPTAIN

Spokesperson's Unit, Israel Defense Forces / Tel Aviv / 2005-2008

- Official IDF spokesperson for foreign press, with a focus on North America – interviewed by dozens of media outlets, such as The New York Times, The Washington Post, CNN and Fox News.
- Directed the coordination between the foreign press and IDF sources; led strategic briefings and tours.
- Wrote press releases and prepared talking points for use by senior officers interviewed by the media.
- Managed and supervised 10 soldiers.

EXTRAS

- Foreign Language Fellow, UN Foundation's 2013 Social Good Summit
- "StandWithUs" non-profit organization – Volunteer and Project Manager
- "Israel at Heart" non-profit organization – Volunteer

AWARDS

TED B. FARBER PROFESSIONAL EXCELLENCE AWARD
The Jewish Federation of Greater Washington, Washington D.C. / 2016 / For the collaborative efforts of the JCRC and the JFGW on the successful Israel Engagement Fellowship program for teens.