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The Masorti Foundation Announces Appointment of New Executive Director

Gideon Aronoff, CEO of Ameinu Appointed Executive Director of Masorti Foundation

New York, January 16, 2017 - The Masorti Foundation for Conservative Judaism in Israel is pleased to announce that Gideon Aronoff has been selected as its new Executive Director. Beginning in February, Aronoff will lead the Foundation's advocacy and fundraising that support the Masorti Movement in Israel.

"It is a critical moment for the Movement in Israel," says Rabbi Robert Slosberg, Chair of the Foundation's Board, "and the Foundation looks forward to working with Aronoff to expand the visibility of the Masorti Movement's work with its *kehillot*, rabbis, youth, women and others to reach key stakeholders in the United States, as well as to increase Masorti's impact and fundraising."

Aronoff is currently the Chief Executive Officer of Ameinu, the largest progressive Zionist movement in North America where he oversees all development, administrative, communications, advocacy and programmatic activities of the organization. His central focus includes the development of a broad social justice advocacy agenda on domestic and international concerns and supporting partners on the ground in Israel working for pluralism, shared society, democracy and peace.

"I'm excited to be joining the Masorti Foundation at this time, and for this opportunity to create deep personal engagement between Jews in the United States and in Israel," Aronoff said. "When I think of the challenges Israel faces in strengthening both its Jewish and its democratic identities, I cannot think of a better place to be than the Masorti Foundation."

Prior to his work with Ameinu, Aronoff was President and CEO of HIAS, the American Jewish community's international migration agency, where he oversaw service and advocacy partnerships with over 50 local Jewish communities and global programs in Israel, Africa, Latin America and Europe.

Aronoff brings over 30 years of Jewish communal experience focused on Israel, immigration, refugees, human rights, humanitarian assistance, community relations and government affairs. He also served on the Board of Directors of the National Immigration Forum, the country's premier immigrant advocacy coalition, and was the chair from 2009 to 2012. He is a member of the Community Relations Committee of the Jewish Federation of Greater MetroWest New Jersey and the NJ Coalition Against Human Trafficking.

Aronoff is a graduate of Brandeis University and Cornell Law School. He lives in South Orange, NJ, with his wife, Dr. Jaqueline Rogerio, and his young children Dalia and Solomon. He is an active member of Beth El Congregation in South Orange.

In addition to welcoming Gideon to the Masorti Foundation family, the Board of Directors wants to thank David Lissy, currently serving as Interim Executive Director, for his many years of leadership and service to the Foundation and the Movement. David's deeply admired passion for the Masorti Foundation and its beneficiary, the Masorti Movement in Israel, will continue through his service on the Board of Trustees.

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