

RABBI REUVEN S. GREENVALD

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EXPERIENCE

Hebrew Union College - Jewish Institute of Religion, Jerusalem, Israel 2/21 - Present

Director, Year-In-Israel

Serves as academic and spiritual head of the first year program for rabbinical, cantorial and MAJL students.

UNION FOR REFORM JUDAISM, New York, NY 2016-2020

Director of Israel Engagement

Leads strategic and educational thinking to advance Israel and global Jewish programming across Reform Movement youth and congregational platforms as part of the senior leadership team by:

- Articulating and leading a uniquely Reform collaborative vision for Israel engagement, and developing training and program development aligned with stated outcomes.
- Directing and upgrading global Jewish engagement fellowship for young adults, and securing \$1M grant from a family foundation to continue program for three more years.
- Launching a congregational Active Learning Network to study and act upon Hartman Institute's iEngage curriculum by successfully recruiting 36 synagogues into this new initiative.
- Co-leading a two-year strategy for elevating Jewish Life and Israel engagement across the 18 URJ camps and obtaining a new \$180K grant from Avi Chai Foundation to support this major initiative.
- Strengthening programmatic ties with the Israeli Reform Movement that resulted in pilot programming for new people-to-people connections and greater collaboration particularly around youth and young adult engagement.
- Mentoring and guiding national high school and young adult leadership resulting in clearer goals and programming around Israel education and advocacy.
- Collaborating across the organization on developing programs to inspire innovation in congregations, increase inclusion and diversity, and on creating learning modules at the URJ biennial convention.

HUC-JIR/NY & JTS, New York, NY 2015-2016

Director of Israel Engagement

Spearheaded new initiative to integrate Israel engagement into the pre-professional training for future Jewish leaders.

- Built an atmosphere for Israel conversation and dialogue through content programming and teaching, exposure to guest speakers, and weekly *parashat ha-shavua* emails that connected students to Israeli culture, current topics, and local events.
- Designed and planned intensive seminar to increase the capacity of current students and alumni for Israel leadership and education.
- Envisioned and planned new academic courses to engage students in Israel engagement content and thinking in preparation for their work in Jewish communities.
- Secured \$330K grant from UJA Federation of New York for continuation of the initiative.

Jewish Agency for Israel, New York, NY 2007-2015

Director of Strategic Outreach – North America (2012-Present)

Director of Community Initiatives - MAKOM (2007-2012)

Led Jewish Agency collaborative efforts in Israel engagement with major Jewish communities and innovative organizations.

- Developed and implemented strategic platform for outreach to innovative Jewish communal organizations and initiatives.
- Tracked and evaluated North American Jewish trends for goal-setting and strategic planning.
- Envisioned and led in-house professional development for North American senior staff and long-term *shlichim*.
- Conceived and co-directed outcomes-based pilot for schools in Global School Twinning Network.
- Developed content, tools, consultancy models, and strategies that addressed the need for dynamic and nuanced Israel engagement in North America.
- Directed community-based initiatives for visioning and strategizing Israel engagement across the spectrum of local Jewish institutions.
- Oversaw implementation of Customer Relations Management System (CRM) for use in North America.

Kehillah Jewish High School, Palo Alto, CA

2004-2007

Head of School

Led growth and organization of a young school (founded two years prior to my arrival).

- Created a strong and effective professional leadership team through systematic and collaborative goal-setting, and by implementing an ongoing plan for targeted mentoring.
- Collaborated with Board to develop school's vision, systems for accountability, and program of leadership development.
- Developed a culture of professionalism, responsiveness, and outreach that resulted in lower rates of attrition, and improved recruitment outcomes.
- Represented the school in community, recruiting, and fund-raising events that led to better understanding of and appreciation for school's importance to the region.
- Served as spiritual and Jewish educational leader for school community and community-at-large.

Mandel Leadership Institute, Jerusalem, Israel

2002-2004

Jerusalem Fellow

Researched trends, models, and philosophies of Jewish education in a framework of educational leadership development, and pursued personal interests in text-study, Hebrew and Israeli culture, and undertook an extensive examination of social and political issues.

Charles E. Smith Jewish Day School, Rockville, MD

1985-2002

Upper School Principal (1997-2002)

Upper School Assistant Principal (1994-1997)

Judaic Studies Teacher and Projects Coordinator (1985-1994)

Provided educational and spiritual leadership leading to growth and expansion.

- Directed upper school through transition to new campus, and increased student body by 24%.
- Guided the vision and reorganization of educational leadership.
- Developed and led a culture of professionalism and accountability.
- Implemented systems for transparency and clarity in operations.
- Created and led collaborative process for re-envisioning school's understanding of Jewish learning and life, and Israel programming.

- Developed and modeled innovative approaches to teaching, service learning, and co-curricular programming.
- Served as spiritual and Jewish educational leader for school community and community-at-large.

CONSULTANCY WORK (since 2010)

Encounter, NY & Israel 2014-Present

Lead Facilitator & Curriculum Consultant

Served as lead facilitator for top Jewish professional and lay leaders during their 4-day immersive experience meeting in the region with Palestinian activists, cultural voices, and social leaders; developed curriculum for creating discussion groups in U.S. Jewish communities about Palestinian literature.

iCenter, Northbrook, IL 2014-2016

Mentor, Project iNfuse and Coach, Hearts and Minds Initiative

Guided leadership at five Jewish day schools through two pilot-processes for making Israel engagement more purposeful.

Melton Research Center for Jewish Education (JTS), New York, NY 2015-2016

Rabbinics Education Consultant - Jewish Day School Standards and Benchmarks

Served as member of advisory council in a new Avi Chai funded initiative for deepening the way rabbinic texts are taught in Jewish day schools across the spectrum, and provides direct consultation to schools in the pilot project.

Avi Chai Foundation, New York, NY 2012-2014

Consultant, Case Studies of Mission-Driven Day Schools

Researched and co-wrote case studies of four day schools that are exemplary in carrying out their Jewish mission as part of 8-member team of academics and former day school heads.

Melton Research Center for Jewish Education (JTS), New York, NY 2011-2013

Tanakh Education Consultant - Jewish Day School Standards and Benchmarks

Guided a California day school's senior leadership and faculty to implement a standards and benchmarks approach for teaching TaNaKh through leadership coaching and professional development seminars.

92Y, New York, NY 2010-2012

Derekh Torah Instructor

Guided and counseled interfaith couples through a 30-week exploration of the foundations of Jewish thought and practice.

EDUCATION

University of Pennsylvania, Philadelphia, PA May 1980

Bachelor of Arts in Oriental Studies - Near Eastern Section

Honors: Cum Laude with Distinction (Honors Thesis), Dean's List

Study in Israel

Midreshet Yerushalayim, Schechter Institute, Jerusalem, Israel 1978-1979

Activities: Student Leadership, U Penn Hillel; Reporter, *Daily Pennsylvanian*

Jewish Theological Seminary, New York, NY May 1985
Rabbinical Ordination; Master of Arts in Judaic Studies

Study in Israel

Hebrew University, Graduate School, Jerusalem Israel 1981-1982

Schechter Institute, Rabbinical Program, Jerusalem, Israel 1981-1982

Activities: Teacher, Prozdor High School; Division Head, Camp Ramah in New England; Rabbinic Intern, JTS Department of Radio and Television; Rabbinic Intern, Hillel at U. of Penn; Student Government

University of Maryland, College Park, MD 1988-1990
Ph.D. Student, Curriculum Theory and Educational Leadership

Jewish Theological Seminary, New York, NY November 2011
Doctor of Divinity, *honoris causa*

PROFESSIONAL DEVELOPMENT, WRITING, AND INVOLVEMENTS (SELECTED)

Ten Minutes of Torah on Reformjudaism.org (<https://reformjudaism.org/blog/blog-author/rabbi-reuven-greenvald>): Torah commentaries on Book of Exodus (2018-19) and monthly blog about Israel engagement

eJewish Philanthropy: “How Summer Camp Helps Create Communally Engaged Jews” (<https://ejewishphilanthropy.com/how-summer-camp-helps-create-communally-engaged-jews/>, August 2017)

How Schools Enact Their Jewish Missions: 20 Case Studies of Jewish Day Schools - A Project of the Avi Chai Foundation (<http://avichai.pairsite.com/areas/case-studies/overview/>, 2015)

- Lead author (with Prof. Tali Zekowicz), “How a Day School Does Community Outreach”
- Lead author (with Prof. Jack Wertheimer), “Aligning All Stakeholders with a Clear School Mission”

HaYidion - Journal of Community Jewish Day School Network (RAVSAK): “The Significance of Israel in Jewish Day Schools” (Spring 2008)

eJewish Philanthropy: “Learning Innovation: Immerse Yourself” (<https://ejewishphilanthropy.com/learning-innovation-immersed-yourself/>, September 2011)

Hartman Institute, Jerusalem, Israel: Tichon Leadership Program. 2001-2003

Art and Craft of the Principalship, Principals’ Center, Harvard Graduate School of Education: Certificate Program, Summer 1997

Middle States Accreditation Teams: 1996-2001

North American Association of Jewish High Schools: Founding member and Conference Planner (1994-2002)

Jewish Lifecycle Officiant: Ongoing

COMMUNITY INVOLVEMENT (Since 2010)

Congregation Beit Simchat Torah, New York, NY: Chair, Israel Dialogue Committee (2012-2015); Member, Community Chorus (2010-2016), call list for Jewish life cycle ceremonies and other rabbinic duties (present).

Anshe Chesed Synagogue, New York NY: guest preaching, Torah reader, and service leader (present)

Kane Street Synagogue, Brooklyn NY: Teacher, Open Beit Midrash (2013-2016)

Brooklyn Israel Film Festival: Film Selection Committee (2011-2015)

Resetting The Table, Jewish Council for Public Affairs, New York, NY: Convener (2014-2015)

Rabbinical Assembly: Member