

Barbara Birch Named President and Chief Executive Officer of ORT America

NEW YORK, NY, December 5, 2019—The ORT America Board of Directors is pleased to announce its unanimous appointment of **Barbara Birch** as President and Chief Executive Officer, beginning December 12, 2019.

Before joining ORT America, Ms. Birch served as Vice President of Development at the Shalom Hartman Institute of North America, managing strategic planning, fundraising and business development. Ms. Birch's work for the Institute focused on managing relationships with lay leadership and connecting constituents to the organization's mission to create a culture of giving.

"Barbara's extensive fundraising experience within the world of Jewish philanthropy is a testament to her expertise in relationship building, and her commitment to strengthening Jewish communities worldwide," said **Howard Lanznar**, Chairman of the Board of Directors of ORT America. "Her impressive track record is equally matched by her passion for advancing ORT's mission to achieve impact through education around the world."

"We welcome Barbara to ORT America and look forward to her work to accelerate progress for ORT as she introduces the organization to new echelons of support," said Mr. Lanznar.

Ms. Birch previously held a number of leadership roles in development at Yeshiva University, including Assistant Vice President for Alumni Affairs and Annual Giving, and was the Director of Alumni Affairs at the Benjamin N. Cardozo School of Law.

"I am eager to get to know the many friends and supporters of ORT who embody Jewish values by empowering thousands of students to lead successful, meaningful lives. In partnership with the Board and staff of ORT America, I look forward to sharing this important work more broadly so that all students have access to the educational environment they need to succeed," said Ms. Birch.

"ORT recognizes the transformative impact of education, and ORT America plays a critical role in making this transformation a reality for students from under-resourced communities around the world. For nearly 140 years, ORT has been there whenever and wherever life-changing educational opportunities were needed. With the current focus on technology and STEM education, ORT is now a leader in providing relevant, state-of-the-art educational opportunities to thousands of young people worldwide."

About ORT America

ORT America is the leading fundraising organization for World ORT, whose global educational network, schools, colleges, and international programs propel more than 300,000 students in 35 countries to develop careers and lead fulfilling, independent lives. With generous support from our donors, ORT's schools and programs reach underserved students by bridging the gap between aptitude and opportunity, as we work to expand knowledge, build autonomy, and strengthen Jewish identity. ORT America is headquartered in New York, with regional offices in California, Florida, Georgia, Illinois, Michigan, and Ohio. For more information, please visit www.ortamerica.org.

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