

StandWithUs

ISRAEL

August 26, 2018

Reference for Gilad Kabilo

To whom it may concern,

I am very happy to write this recommendation letter on behalf of Gilad Kabilo.

I have known Gilad for four years. Gilad applied for the nationwide StandWithUs Fellowship program while he was studying at the Hebrew University of Jerusalem in 2015. Interviews were held for candidates to take part in our prestigious program for leadership education and public diplomacy. Gilad was chosen out as part of a cohort comprising 180 people from some 1,500 applicants. Gilad quickly became an integral part of the group with his great leadership and social skills. He presented himself as a strong candidate – well-informed and articulate, with strong leadership qualities.

StandWithUs is an international non-profit Israel education organization. We educate via cutting-edge campaigns, materials, speakers, programs, conferences and missions to Israel. We reach millions of people globally via a multitude of social media platforms in multiple languages. Headquartered in Los Angeles, StandWithUs has eighteen offices and chapters across the U.S., Canada, Israel and in the UK, with our flagship Education Center in the heart of Jerusalem. We also host programs in Latin America, South Africa, China, Europe and Australia. StandWithUs has the highest possible ratings from two preeminent nonprofit rating agencies: Charity Navigator and GuideStar.

Following Gilad's involvement in our program – which identifies the outstanding future young adult leaders in Israel, I personally identified him for employment and appointed him as our Public Affairs Director.

I witnessed his professional development firsthand. Gilad brings a vibrant attitude, innovative thinking and a sense of creativity to his work. Gilad has also been excellent at developing working relationships with organizations and partners.

Gilad's experience in the business world has also informed the way he has innovated platforms that helped grow the presence of our organization. Gilad also very successfully understands methods to utilize social media tools. He has much to contribute to others related to his experience in spearheading major initiatives for us. His understanding of the importance of technology provides an interesting angle to any business approach.

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Gilad's confidence as a public speaker and educator also enables him to successfully connect with people and contributes towards building a comfortable and friendly atmosphere wherever he is.

Gilad was a highly intelligent, charismatic and effective member of our organization. He is a dedicated, down-to-earth employee with great leadership skills. Gilad is a hard worker who sets high goals and achieves them. Time and time again, he has demonstrated that he is a capable individual who can be relied upon. He consistently strives to succeed at the tasks he is assigned, but he always keeps the bigger picture in sight and repeatedly recommended ways to propel our organization forward.

Gilad has excellent communication and interpersonal skills. He has a unique ability to impressively speak in public. He has represented our organization with confidence in front of ambassadors, government representatives and donors. I was always confident in Gilad representing me and the organization, addressing briefings, Knesset Committees, Geneva UNHRC, speaking events and on television.

Projects that Gilad has spearheaded have included: developing a new strategic online activism tool, creating an online campaign that he and I presented to Ambassador Nikki Haley, expanding the organization's work in South Africa, consulting on the expansion of our web provisions, overseeing an expansion of those signing up to the organization's email newsletter. Gilad was responsible for securing over \$120,000 USD in Google Ad Grants and achieved above-average CTR results and securing over \$15,000 USD in free online tools using non-profit grants.

Gilad served as our liaison for CSR and boycott matters with government and business bodies, including with major companies such as Ben & Jerry's Israel and Sodastream.

He is an excellent manager, who has the ability to make decisions, while bringing a team along with him. A natural leader, he also has the sensitivity to understand what will motivate people and how to increase their productivity and sense of satisfaction in the job they are tasked with.

Gilad receives my highest recommendation. I am confident that he will succeed and contribute massively to any program or organization that he is a part of in the future.

Please do not hesitate to contact me regarding this recommendation.

Yours sincerely,



Michael Dickson
Executive Director

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