



## **Keith Krivitzky**

Keith Krivitzky serves as the principal of TheIdeaBank Consulting and founder of the New Normal Project, which focuses on helping organizations grapple with change.

Recent consulting clients include the Jewish Federation of Ocean County, the Jewish Federation of Palm Springs and Desert Area, Young Judaea, A Wider Bridge, The Aguda (Israel), and the Jewish Home for Rehabilitation and Nursing (in Freehold, NJ).

Previously, Keith has served in a variety of senior leadership positions in the Jewish community, including CEO of The Jewish Federation in the Heart of New Jersey, Executive Director of the Jewish Federation of Monmouth County NJ, VP of Philanthropy at the Federation in Seattle, and “Renaissance Man” at the Hillel International Center in Wash, DC.

Keith regularly publishes analysis of the state of the Jewish world through a Times of Israel blog and other online and print outlets. He is an alum of Princeton University and has an MBA from the Smith School of Business, University of Maryland. His passion is solving problems and figuring out how to rethink and enhance Jewish life.

### **Notable Accomplishments**

- Organized several community roundtables to explore the drivers of change and implications of the “new normal” in the Jewish community and for nonprofits (2020)
- In the Heart of NJ, reframed the Jewish Federation’s role and value proposition in the community based on a framework of 5 C’s: Caring for the Vulnerable, Connected Jews to Jewish life, responding to Crises, Convening the community, and building Commitment for a strong Jewish future (2017=2018)
- Chaired the cohort of Intermediate Jewish Federations through JFNA (2017-2018)
- Created and implemented new model for an Interfaith Clergy Missions to Israel to build community ties and counter Israel delegitimization following the Iran deal (2016-2018)
- Lead professional planning and then implementing the merger of the Jewish Federations of Greater Middlesex and Monmouth Counties (2014-15)
- Chaired the Intermediate Federation Executives Institute exploring the dynamic of change in the Federation world, including presentation of a white paper examining Federation DNA and trajectories of organizational change (2016)
- As Executive Director, reframed the value proposition of the Jewish Federation of Monmouth County (2011-2014)
  - Shifted funding models from unrestricted annual campaign and allocations to targeted fundraising strategies aligned with an impact-based grants model
  - Successfully positioned the Federation as a community partner and neutral “center” in the face of an increasingly divisive array of issues, from the Iran deal to fragmented support for Israel to politics
  - Expanded organized missions to Israel for a variety of audiences, with particular success in attracting first time visitors
- Part of the original team at Hillel that launched Birthright Israel (1999-2000)

*“Leadership = Vision + an Implementation Plan” – Richard Joel*

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## Skills and Experience

- Marketing and Communication  
Fast turn-around writer; good presenter focused on positioning and messaging key takeaways; success in multichannel segmented marketing; creativity when it comes to new ways of reaching desired audiences
- Financial Resource Development  
Experienced solicitor of major gifts; successful track record with grant proposals; strong ability to plan comprehensive FRD campaigns from low end to high end; facility in packaging funding offerings to align with organizational strategy and supporter passions
- Strategic thinking and change management  
Adept at aligning outcomes and approaches to strategic objectives; proven track record leveraging organizational strengths, addressing environmental challenges, and developing implementation plans to achieve results; ability to think out of the box...or as if there is no box; ability to find win-win approaches and identify mechanisms/platforms to get buy-in from partners
- Managing multiple stakeholders and objectives simultaneously  
Recognizes that non-profits have multiple stakeholders and constituents that must be engaged simultaneously; strength in balancing and getting buy-in from diverse and often divergent stakeholders; strong negotiation skills; skilled at how to manage and develop alternative approaches to consensus-based leadership models, especially in times of change or crisis
- Relationship building  
Strength in developing and managing constructive, positive and effective relationships; practitioner of moves management and how to balance multiple agendas while retaining focus

*"I have an almost complete disregard of precedent, and a faith in the possibility of something better. It irritates me to be told how things have always been done. I defy the tyranny of precedent. I go for anything new that might improve the past." – Clara Barton*

## Professional History & Highlights

- 2015-2018: CEO, Jewish Federation in the Heart of New Jersey
- 2011-2014: Executive Director, Jewish Federation of Monmouth County
- 2008-2011: VP, Center for Jewish Philanthropy (CJP), Jewish Federation of Greater Seattle
- 2007-2011: Freelance online fundraising and communications consulting through TheIdeaBank
- 1997-2008: Hillel: The Foundation for Jewish Campus Life
  - 2005-2008: Associate Director of Development
  - 1999-2005: Director, Hillel's Birthright Israel Trips
- 1995-1997: Executive Director, American Friends of Livnot U'Lehibanot

*"It is not incumbent upon you to finish the task, but neither are you free to absolve yourself from it." – Pirke Avot, Ethics of our Sages*