

Chief Executive Officer

iTaLAM

Remote (in N. America)

Salary: \$210,000 - \$250,000
plus appropriate performance-based incentives

The Organization

iTaLAM is a pioneering organization that created a blended digital and print curriculum that has revolutionized Hebrew language and Jewish education for Jewish day schools. Building on the highly successful print-based TaLAM program, for more than a decade iTaLAM has continued as the gold standard for immersive Ivrit B'Ivrit learning for Grades 1-5 students. iTaLAM puts proven pedagogy and methodologies into the hands of Hebrew and Judaic studies teachers across the globe. With over 300 schools from all Jewish affiliations and Community schools, iTaLAM is currently taught in 37 different countries by most leading Jewish day schools everywhere. Approximately 30,000 students learn with iTaLAM annually.

Under the leadership of Shoshana Becker since 2014, iTaLAM provides an integration of digital and print materials, and its superior quality reflects the tens of millions of dollars invested and the brilliant educators who participated in its development. 100s of Jewish day schools have turned to iTaLAM to ensure their students have the Hebrew and Judaics fluency and connection to Jewish history and Israel that families, schools and communities want for their children. The program continues to evolve as relevant technologies improve and the staff assesses the needs and preferences of its customers.

iTaLAM operates with 75% of its \$2.8 million operating budget generated from earned income, with the balance contributed by foundations and individuals.

For more information and details, please review the iTaLAM website at: <https://info.iTaLAM.org/> (English)

The Position

The CEO position for iTaLAM offers an extraordinary opportunity for someone passionate about the goals of Jewish education and Hebrew fluency for young students. The next CEO must communicate to current and potential funders and customers the power of iTaLAM in creating connections for students to Jewish traditions, Israel, and Hebrew. The CEO will lead an ed tech organization that has already impacted the lives of hundreds of thousands of Jewish students and the potential to impact so many more.

The ideal CEO will be a motivating leader with a team of a dozen staff, able to scale the success of iTaLAM's Hebrew language and Jewish education curriculum further, and envision additional strategies, programs and products to further serve the Jewish community through the organization. iTaLAM has built a unique and enviable business model within the not-for-profit world, and the next CEO will refine and strengthen its revenue sources further. A significant responsibility will be expanding the scale of funding from foundations and individuals. The new CEO will also expand sales to schools and other Jewish institutions by ensuring that potential customers understand the uniquely transformative value and impact of iTaLAM. A comprehensive sales strategy that highlights the innovative features and benefits of the blended-learning, digital curriculum will be developed and executed. There is significant potential to increase earned income, ensuring greater financial stability to cover the annual operational budget.

The Position (cont.)

To maintain quality and to continue to offer a state-of-the-art program, the CEO will oversee the ongoing innovation and development of the iTaLAM curriculum to meet the needs of the schools and their students alike. Under the CEO's leadership, iTaLAM will evolve to be an ever more engaging, interactive, and adaptive experience for students. iTaLAM operates in a rapidly evolving technological environment. Accordingly, the CEO must support innovation and work with others towards an educational vision that can effectively align education and technology. The next iteration of iTaLAM will likely include elements of AI to enhance teaching methods, address specific educational needs, and introduce flexible learning options.

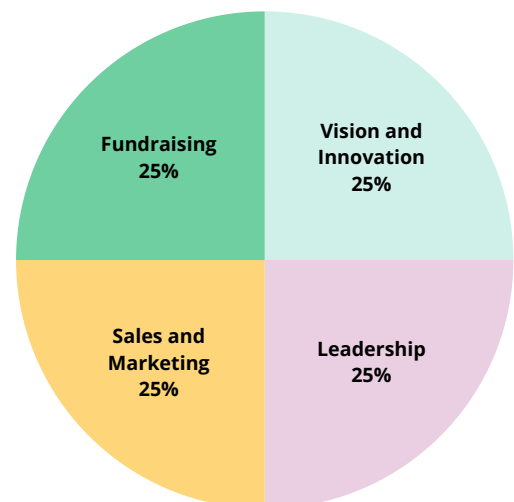
Ultimately, with a strong focus on fundraising, increasing market share / earned income and new product development, the next CEO will create incredible opportunities to drive iTaLAM to advance its mission in Jewish education.

KEY FACTS			
Founded	# CEOs since Inception	Reach	Proven Business
1990	2	~300 clients and 37 countries	75% earned income

ROLE OVERVIEW

Vision and Innovation

- Develop and articulate a clear, forward-looking vision for the organization that aligns with its mission and strategic goals.
- Drive the next iteration of the iTaLAM curriculum into a highly engaging and adaptive educational platform that creatively leverages AI to expand the curriculum's flexibility to meet the evolving needs of modern Jewish education.
- Identify and explore new opportunities for curriculum expansion and innovation, including the introduction of future iterations.
- Lead strategic planning efforts to ensure the organization adapts to changing educational needs and technologies.
- Foster a culture of continuous improvement and innovation within the organization.



Fundraising

- Build and maintain a network of relationships with funding foundations and individual donors.
- Energize donors who believe in the importance of Jewish education to the vitality of the Jewish community to support iTaLAM in its current work and future opportunities.
- Develop and execute a strategic fundraising plan to secure financial support for technological upgrades, product development and ongoing operations.
- Ensure transparency and accountability in all fundraising activities, maintaining the trust and confidence of donors.
- Continuously identify and pursue new funding opportunities to diversify and strengthen the organization's financial base.

Sales and Marketing

- Develop and execute a comprehensive sales strategy to drive growth and increase client acquisition.
- Enhance brand recognition and understanding of iTaLAM's value proposition within the educational community.
- Build and maintain strong relationships with current and potential clients, ensuring their needs are met and expectations exceeded.
- Utilize data-driven insights to refine marketing approaches and target key demographics effectively.
- Oversee the creation and implementation of marketing campaigns that highlight the unique benefits of iTaLAM's digital curriculum.

Leadership

- Inspire, lead, and manage a diverse team of professionals across multiple countries to achieve organizational goals.
- Promote a collaborative, inclusive, and high-performance work environment.
- Mentor and develop staff, ensuring they have the resources and support needed to excel in their roles.
- Work closely with Board to align on strategic goals and foster a collaborative environment that supports the organization's mission. Engage and recruit new Board members who will bring important strategic skills, experiences and resources to support the organizational goals.
- Implement effective organizational structures and processes to maximize efficiency and productivity.
- Cultivate a strong sense of community and shared purpose among team members.

THE IDEAL CANDIDATE

The ideal candidate for the CEO position possesses the following competencies:

Drives Vision & Purpose	Communicates Effectively	Resourcefulness	Builds Networks
Painting a compelling picture of the vision and strategy that motivates others to action.	Delivering multi-mode communications that convey a clear understanding of the unique needs of different audiences.	Securing and deploying resources effectively and efficiently.	Effectively building formal and informal relationship networks inside and outside the organization.
Plans & Aligns	Builds Effective Team	Drives Results	Cultivates Innovation
Planning and prioritizing work to meet commitments aligned with organizational goals.	Building strong teams with a strong identity that apply their diverse skills and perspectives to achieve common goals.	Consistently achieving results, even under tough circumstances.	Creating new and better ways for the organization to be successful.

Additional Qualifications

No one candidate may have all of the following qualifications but the ideal candidate can display translatable skills and relevant experience, and must be able to build and lead a team that accomplishes all of the priorities identified above.

- **Leadership Experience:** Proven track record of executive leadership, preferably in the education sector or within non-profit organizations. Experience in leading digital transformation initiatives is highly desirable.
- **Strategic Vision:** Demonstrated ability to develop and implement strategic plans that align with organizational goals and drive innovation.
- **Business Acumen:** Management skills, with the ability to oversee budgeting, financial planning, and operational efficiency.
- **Fundraising Expertise:** Strong experience in fundraising, with a successful history of securing funds from foundations, individual donors, and other funding sources.
- **Sales and Marketing Acumen:** Deep understanding of sales and marketing strategies, with a proven ability to drive client acquisition and brand recognition.
- **Team Leadership:** Exceptional team leadership skills, with a focus on building high-performing, collaborative, and inclusive teams.
- **Technological Proficiency:** Familiarity with AI and digital education platforms, with the ability to oversee technological upgrades and curriculum development.
- **Communication Skills:** Excellent communication and interpersonal skills, with the ability to effectively engage and inspire a wide range of stakeholders, including donors, clients, and team members.
- **Hebrew Speaker:** Proficiency in Hebrew to effectively communicate with stakeholders and manage Hebrew language curriculum development team.
- **Willing to travel,** including internationally.

WHO WE ARE

Work Environment

iTaLAM is a primarily remote work environment with staff in Israel, the US and Europe. iTaLAM has a warehouse and production / fulfillment team in Montreal.

Commitment to Diversity, Equity, & Inclusion

iTaLAM is an equal opportunity employer—we celebrate diversity and are committed to creating an inclusive environment for all employees.

iTaLAM provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws.

COMPENSATION AND BENEFITS

Salary

\$210,000 - 250,000 plus appropriate performance-based incentives.

Benefits

- Remote - can be located in any major metropolitan area in N. America
- Health insurance coverage
- Generous PTO
- Opportunities to travel to Israel and possibly other international travel.

TIMELINE AND NEXT STEPS

If you are interested in this position, please click [here](#). All applicants will receive an email confirming receipt of their application.

Amichaim Abramson
Partner
aabramson@drgtalent.com

Merav Schwartz
Associate Talent Consultant
mschwartz@drgtalent.com

[Submit an application](#)