



AMERICANS FOR
BEN-GURION
UNIVERSITY

Partners in the Remarkable

1001 Avenue of the Americas, 19th Floor
New York, NY 10018

a4bgu.org



Pamela L. Fertel Weinstein is the Vice President of Marketing & Events at Americans for Ben-Gurion University (A4BGU). Pamela is thrilled to marry her passion for marketing and creative storytelling with her love of Israel and the Jewish community. Prior to joining A4BGU, Pamela was the Chief Marketing Officer at Birthright Israel Foundation and before she entered the nonprofit space in 2012, she spent 12 years in the for-profit marketing world working in at Toys "R" Us, Katz Marketing Solutions (a division of Clear Channel), Zenith Media and MECGlobal. A 2000 graduate from American University, Pamela resides in West

Caldwell, NJ with her husband Marc and their daughter Janie.