



SHALOM HARTMAN
מכון הרטמן
INSTITUTE שלום הרטמן
www.hartman.org.il

Letter of Recommendation

To Whom it may Concern,

I had the pleasure to work with Omri Gal over a two-year period in the context of his position as Senior Communications Consultant at Peer & Levin Communication LTD., the firm hired to manage public relations for the Shalom Hartman Institute in Jerusalem.

Over-all, I found Omri to be exceedingly professional, responsible, intelligent and creative. Omri entered the role of our media consultant (via Peer-Levin) just days before a well-funded political smear campaign was launched against the Hartman Institute and its personnel. His contribution to the Institute was invaluable. He was able to quickly identify the hidden source of the attacks and their agenda and offer effective ways for us to respond. All this he did while still managing to familiarize himself with our institution's core values and diverse departments and activities.

During the initial difficult and challenging months, Omri displayed innovative thinking, motivation to act, a deep understanding of the media, and loyalty to and sense of partnership with the people and the causes of the Shalom Hartman Institute.

In addition to his role in crisis management, Omri contributed significantly to the elevation of the Institute's presence and profile of the print and social media. He successfully adapted our day-to-day activities into news stories, and through his writing and editing skills, generated a constant stream of press releases and was able to place multiple Institute faculty generated op-eds into highly regarded media outlets.

It was a pleasure working with Omri, and his contribution to the Institute was considerable. I recommend him to you without reservation and am confident that he will be a significant asset to any company fortunate to hire him.

Sincerely yours,

Rabbi Dr. Donniel Hartman
President, Shalom Hartman Institute

November 28, 2018