

About the Author

Pamela Richards Saeks is a Jewish engagement expert who spent nearly two decades as the Director of Jewish Innovation and Engagement for a major family foundation. There she earned a reputation as a game-changer, developing and managing dozens of successful start-up initiatives aimed at connecting unaffiliated and disenfranchised young adults, families, teens, interfaith couples, Baby Boomers and others to Jewish life.

Over the years, many thousands of people participated in these programs, which resulted in numerous marriages (and babies!) and a multitude of other meaningful relationships and experiences, and opened up new pathways to affiliation and involvement in Jewish life and the Jewish community.

Pam is the President of Be Bold Creative, a consulting firm that helps Jewish organizations and businesses build relationships with their target audiences and move the needle toward greater Jewish engagement through standout marketing and innovative program development.

"I've had the good fortune to be able to take risks, experiment with new ways of thinking and spend time listening, observing and absorbing. I know that not everyone who does this work is afforded those luxuries. That's why I wrote this book. I want to share what I've learned with my fellow colleagues in the trenches... because I know how much is riding on getting it right!" - Pam Saeks