

December 2018

To Whom It May Concern:

I am writing on behalf of Mr. Omri Gal, who served as Director of Media Relations at the Israel Nature & Parks Authority, under my supervision, between 2007 and 2012. In my capacity as Spokesperson for the Authority, I had the pleasure of working with Omri on a regular and continuous basis and have no reservations about recommending him to you.

The Israel Nature & Parks Authority is one of the largest public organizations in Israel in terms of the scope of its activity, and Omri joined the organization into a newly created position that he essentially shaped and made his own. Omri was responsible for establishing and maintaining relations with dozens of journalists and editors from a range of media outlets in Israel and abroad; issuing press releases and initiating special coverage; assisting me as Spokesperson, and much more.

Omri's outstanding qualities and skills were evident in his ability to master the wide range of topics his position required, from legal issues related to enforcement and monitoring, to ecology, education, archaeology, planning and development, and managing visitors and activities at the Authority's dozens of sites. Omri showed loyalty and commitment to the organization and displayed original strategic thinking, as well as acumen and experience in handling crises. Indeed, the Spokesperson's Department received countless compliments on the quality of his work, and many observed the difference it has made in the Authority's presence in the media and public awareness.

After his highly successful time at the Israel Nature & Parks Authority, Omri moved to the private sector, where he works with a range of organizations providing communications strategy consulting and serving as a de facto spokesperson.

I am pleased to recommend Omri unequivocally, knowing that any organization would be fortunate to have him.

Sincerely,

Osnat Eitan,
Director
Department of Publications and Media Relations
Ben-Gurion University of the Negev