

To whom it may concern,

I have worked closely with Omri Gal Glueckselig during his time as Director of Communications at the Institute for Jewish Policy Research (JPR), and have had the opportunity to observe his work at close hand across a wide range of strategic and operational challenges.

Omri joined JPR at a point when our communications function required significant development. Over a relatively short period of time, he established a clear and coherent strategy and, importantly, led the organisation through a shift in how it approaches communications, embedding a more audience-focused way of thinking. This enabled us to better align our outputs with the needs and expectations of key stakeholders, increasing both the relevance and reach of our work.

One of Omri's key strengths is his ability to connect research, narrative, and audience behaviour. He understands that producing high-quality research is only part of the task; ensuring that it is accessible, relevant, and visible to the right audiences is equally critical. His approach was consistently grounded in data, using audience insights and analytics to inform decisions and demonstrate impact. Under his leadership, JPR's work became more consistently present in public and policy discussions, with regular coverage in major media outlets including Reuters, AFP, the BBC, The Guardian, and The Times.

Beyond this, Omri brings a degree of creativity that is relatively unusual in research-focused organisations. He is willing to challenge established approaches and to test new ways of presenting and disseminating work, while remaining attentive to organisational values and constraints.

In short, Omri made a substantial contribution to JPR. He strengthened our communications, expanded our reach, and helped position the organisation more clearly within the public conversation.

I would not hesitate to recommend him.

Yours sincerely,



Dr Jonathan Boyd
Executive Director
Institute for Jewish Policy Research

6 Greenland Place
London NW1 0AP
UK

+44 (0)20 7424 9265
jpr@jpr.org.uk
www.jpr.org.uk

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