

70 YEARS



TEL AVIV UNIVERSITY TRUST
Pursuing the Unknown



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April 2026

I am delighted to write a support letter for Omri Gal, who worked at TAU Trust on a 7-month maternity cover to manage our marketing and communications as well as work on events and with our alumni and young professional community.

Omri worked at the Trust during a difficult time as we saw off the worst part of Covid restrictions, and while he was not part of our Trust family for that long, he left a lasting impression.

In the short time he was at the Trust, he initiated some instrumental changes, including rebranding our monthly newsletter with changes that are still in use today. His innovative ideas and clever content set a new standard for us.

His work on our database transfer was a challenge in every way possible, but he managed it brilliantly and despite some huge hurdles, he saw us through our transition to Salesforce with great clarity and determination to get it right, which he did.

He was incredibly creative and made unique changes to our website, newspaper ads, brochures, and other media.

He was the biggest content contributor to a global project we worked on with friends of TAU around the world, where his ideas were taken seriously and adopted by the group of global friends to create a stunning brochure for next generation leaders.

Omri was pleasant to work with, used his time efficiently, is motivated, and is a good communicator. He was a strong asset to our small team, and I would highly recommend him.

Yours sincerely,

Cara Case

Chief Executive, TAU Trust



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