

JEWISH FAMILY SERVICES NAMES NEW EXECUTIVE DIRECTOR

On January 1, 2012, Mr. Hirsch Serman became the new Executive Director of Jewish Family Service of Memphis. Mr. Serman comes to Jewish Family Service with a wide array of expertise. Most recently, he has been the Executive Director of the Margolin Hebrew Academy. Prior to coming to Memphis in 2008, Mr. Serman spent over 7 years at SIRVA Relocation in Cleveland, Ohio, where he held the position of Senior Vice President/General Manager as well as working at Ernst and Young. He is also President and Founder of Insightful Strategies, a consulting firm. Mr. Serman shares over 23 years of business training, management and consulting experience. He received his undergraduate degree in Economics at Yeshiva University and an MBA in Accounting and Finance from Case Western University.

Mr. Serman is very excited and honored to be the new Executive Director of JFS. "One of the major draws for me to come to Jewish Family Service is to wake up every day and know that my sole purpose is to help people. It doesn't get any better than that," states Mr. Serman. He further adds, "I spent over 20 years in corporate America and now I have the opportunity to continue to make a difference in the lives of people." Mr. Serman states that he loves the "family feel" of JFS. He foresees JFS growing and moving forward by building partnerships and relationships with other agencies and together enhancing and providing new services to the Memphis Jewish community.

Doing Jewish communal work is not foreign to Mr. Serman. While living in New York and Cleveland, he was on Synagogue Boards and was committed to various other volunteer agencies. Since his arrival in Memphis, Mr. Serman has been singled out for his contribution to social service. Just last month he received the "William Epstein Ish Chesed Award" from Young Israel for his work in founding and developing the Kosher Food Pantry.

Mr. Mike Stein, President of the Board of JFS is thrilled to have Mr. Serman. "After a thorough discussion about the long term direction of JFS and an extensive search, we were fortunate to find a person with the business acumen of Hirsch. His expertise and wonderful personality will build upon the foundation that Bob Silver was dedicated to over so many years," summarized Mr. Stein.

Mr. Serman resides in Memphis with his wife, Nina, and three children, Emunah, Tamar and Elisha.