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*Biographical Sketch*



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**A**vi Benlolo is the Canadian Director of Friends of Simon Wiesenthal Center for Holocaust Studies. He was appointed to this role in 2000 to restructure, re-energize and develop the organization.

Since then he has created a blue ribbon Board of Directors; reformed operations and office systems; brought the organization to conform to Revenue Canada Guidelines; improved financial management and fiscal responsibility; hired and trained staff members and relocated the office.

Mr. Benlolo's entrepreneurial spirit increased revenue by more than five hundred percent and a constituency, which has now ballooned to more than 25,000 donors.

He created the Leadership Campaign Cabinet comprised of hundreds of volunteers that he trained to support and sustain the organization.

Through passion and determination, he produced numerous events to raise the profile of the organization. Included in this are gala benefits featuring the likes of Rudy W. Giuliani to major film premieres taken nation wide.

Mr. Benlolo has produced video documentaries focusing on re-branding the organizational image; executed mass media campaigns; and produced key marketing tools in print and on-line to accentuate the mission and mandate of the organization.

The growth of the organization has enabled him to develop new and innovative educational programmes that promote tolerance, justice and human rights in the community. This includes the subsidizing

of four thousand students to attend an educational programme and education and advocacy on university campuses and beyond.

His role enables him to confer with world leaders like Mikhail Gorbachev and His Royal Highness King Abdullah and local leaders like General Romeo Dallaire, Premiere Dalton McGuinty, Minister of Foreign Affairs, Pierre Pettigrew and Chief of Toronto Police, Bill Blair – among many others.

Prior to his tenure with Wiesenthal, Mr. Benlolo worked for United Jewish Appeal – Jewish Federation of Greater Toronto from 1993-2000. He excelled in several roles including Research and Development (1993-1995); Campaign Associate (1995-1996); and Director of Young Leadership (1997-2000) - his most cherished position, where he was charged with identifying and cultivating future leaders.

While with UJA Federation, he led missions to the Ukraine; Morocco; England and Israel.

Mr. Benlolo's education includes a Masters of Arts degree and an Honours Bachelors degree for which he graduated cum laude. He is looking forward to completing his Ph.D.

He is regularly cited in Canadian media; interviewed on radio and television and has been published in community newspapers and a professional journal. Mr. Benlolo has led a course on assertiveness and personal development and speaks regularly to hundreds of people a year.

Mr. Benlolo lives in Thornhill, Ontario where he is happily married with two children.