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O1 Advisory Opinion Letter (Confidential)

Evaluator: Dr. Francisco J. Quevedo

Evaluator Info: Assistant Professor of Professional Practice, Rutgers University,
Adjunct Associate Professor of Business, Pace University,
Adjunct Instructor, MASY Program, NYU

AREAS OF EXPERTISE

- Marketing
- Management
- Corporate Planning
- Economics
- Business

EMPLOYMENT

- Assistant Professor of Professional Practice, Rutgers University, NJ, 2020 – present
- Adjunct Associate Professor of Marketing, Pace University, NY, 2017– on call, non-teaching
- Adjunct Instructor of Marketing Strategy, New York University MS program, 2019 – 2020
- Certified Instructor of Marketing, CIED (University of Petroleum), Caracas, 1999 – 2003
- Instructor of Economics, Finance and Marketing Caracas Insurance College 1988 – 1991
- Instructor of Mathematics, Northern Essex Community College, Haverhill, MA, 1973

EDUCATION

- DPS Doctorate in Business, Pace University, NYC, 2020
- CAGSB post-master's certificate in Corporate Planning, Pace University, NYC, 1983
- MBA Master of Business Administration, Marketing, Pace University, New York, NY, 1982
- BA Bachelor of Arts in Economics University of Massachusetts, Amherst, 1978

OTHER PROFESSIONAL EXPERIENCE

- Trustee, Arigatai Foundation® (prior WSKF USA® Foundation), NJ, 2017 – present
- Consultant and Researcher, Q.P.P & Asociados, S.A, Panama – Caracas, 1998 – 2016
- President, Trust, Corretaje de Seguros, S.A., Caracas 1987 – 2018



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- Comptroller, Fundación Deportiva WSKF de Venezuela, 2008 – 2016
- Associate Consultant, Inter-American Management Consultants, Miami, FL, 95 – 98
- President, Econotours, Caracas, 1988 – 95
- Deputy President, Seguros Los Llanos, Caracas (Insurance Company), 1986 – 87
- General Manager, Insurance, Confinanzas, Caracas (Financial Group), 1985 – 86
- Sales and Marketing Manager, Seguros Nuevo Mundo, Caracas, 1983 – 85
- Coordinator Zone 1 (northeast US), GMA Foundation, New York 1979 – 1981

CONSULTING

Fortune 500 firms like DuPont®, Chubb®, Liberty Mutual®, Parmalat® and PDVSA®, government agencies like the Panamanian Tourism Authority, and worldwide NGOs like WSKF of Japan, among others; presently consulting with AlterBank of Sain Lucia, BWI, GCS from San Antonio, TX, and the Museum of Contemporary Art in Panama, among other projects.



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To Whom It May Concern:

I have been asked to provide my expert opinion about whether the nature of the work to be done Project Manager role at Faces of October Seventh Inc. requires someone of extraordinary ability and whether Dar Halevy Feldman's prior work experience qualified him for the position. This is being submitted as an advisory opinion in accordance with 8 CFR 214.2(o)(5).

I am providing this professional opinion based on my extensive experience in academia and the corporate world, particularly in business strategy, consulting, and economic systems.

Regarding my academic background, I obtained my Bachelor of Arts (BA) in Economics 46 years ago, in May of 1978, from the University of Massachusetts, at Amherst, MA; I got a Master's Degree in Business Administration (MBA) and an Advanced Business Degree (CAGSB) from Pace University in New York, NY, in 1982 and '83 respectively. I finished my Doctorate in 2020 at the same Lubin Graduate School of Business. I have been published thirteen times since 2019, with one more article currently under Editor-requested revisions. See my latest in <https://rbr.business.rutgers.edu/sites/default/files/documents/rbr-090107.pdf>.

My professional career has been dedicated to the management, business development, and corporate strategy consulting; including international experiences with employers and clients such as the GMA Scholarship Fund, where I oversaw funding and academic supervision for nearly 3,000 college students in the US, the Panamanian Tourism Authority, the World Shotokan Karate Federation, plus Fortune 500 corporations like DuPont®, Parmalat®, Chubb®, Liberty Mutual®, PDVSA®, as well as Multi-Credit Bank, CONASE, Petrolera Nacional, RPSA Toyota, MRM®, and others from the US to Japan, and from Ecuador to Andorra, since 1983. My areas of expertise are education, fundraising, entrepreneurship, and business management.

Throughout 46 years of professional and academic practice, I have become extensively familiar with the nature and depth of knowledge and skill, both theoretical and practical, gained by university students who study management, marketing, operations, and finance, and how that knowledge and skill is recruited and applied in a diverse operating environment across the fields of business.

As an evaluator, I am responsible for reviewing academic and experiential qualifications to form part of a candidate's credential evaluation report, providing a detailed analysis of the academic



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background and occupational experience that a person has received outside the United States based on Tse's (2012) and Hawthorne's (2016) guidelines.

Requirements for Project Manager Position

Faces of October Seventh Inc. is a Florida-based organization established in March 2024 with the mission to educate the public and foster resilience within Jewish communities. The organization focuses on bringing survivors to the U.S. to share their testimonies, aiming to promote awareness and intercultural understanding. To ensure these initiatives are sustainable and scalable, the organization prioritizes efficient operations, securing funding, building partnerships, and expanding its reach.

The Project Manager plays a critical role in advancing the organization's mission and strategic objectives by:

- **Program Development and Oversight**
 - Designing, implementing, and evaluating programs that align with organizational goals and address the needs of the community and stakeholders.
 - Managing program budgets to ensure financial sustainability.
- **Team Leadership**
 - Recruiting, training, and supervising program staff and volunteers, while fostering professional growth and conducting performance evaluations.
 - Providing leadership, mentorship, and team management to maintain a positive and productive work environment.
- **Stakeholder Engagement**
 - Building and maintaining strong relationships with community leaders, partners, and stakeholders.
 - Representing the organization at events and collaborating with other groups to enhance program reach and impact.
- **Fundraising and Donor Relations**
 - Identifying and pursuing funding opportunities through grants, donations, and sponsorships.
 - Writing grant proposals and reports while cultivating and maintaining donor relationships to ensure funding compliance.



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- **Strategic Planning and Evaluation**
 - Setting program goals in alignment with the organization's strategic plan and evaluating outcomes to ensure continuous improvement.
 - Adjusting programs based on performance metrics and community feedback.
- **Marketing and Communications**
 - Developing and executing marketing strategies to promote programs and the organization's mission.
 - Managing social media, online presence, and the creation of promotional materials, newsletters, and reports.
- **Advocacy and Policy Engagement**
 - Advocating for issues central to the organization's mission while monitoring public policy changes that may impact its work.
 - Engaging in lobbying and advocacy efforts as needed.
- **Board Support and Reporting**
 - Preparing and presenting reports to the board of directors and relevant committees.
 - Assisting in board meetings and implementing directives and policies within program operations.

Project Managers at Faces of October Seventh Inc. play a pivotal role in coordinating and managing operations that support the organization's mission of fostering resilience within Jewish communities and educating the public through survivor testimonies. Their responsibilities include supervising program logistics, managing on-site activities, and ensuring the successful execution of events and programs that align with the organization's strategic goals.

Key responsibilities involve overseeing on-site labor, including contractors, suppliers, and volunteers, to ensure the smooth execution of programs. Project Managers perform regular inspections to maintain compliance with safety standards, regulations, and organizational guidelines. Reviewing and interpreting program plans, event blueprints, and logistical requirements is critical to ensuring alignment with Faces of October Seventh Inc.'s mission and objectives.

In addition to operational oversight, Project Managers maintain thorough daily records of actions taken, resources utilized, and issues resolved. They manage the procurement and allocation of materials required for on-site activities, ensuring cost-efficiency and timely delivery. Scheduling



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and leading pre-program meetings with consultants, community partners, and stakeholders, as well as attending progress reviews, are essential aspects of their role to ensure seamless coordination and execution.

Communication is central to this role. Project Managers serve as the primary point of contact between clients, team members, subcontractors, and community stakeholders. They coordinate the delivery and retrieval of necessary equipment, address and resolve challenges proactively, and set a high standard for maintaining organized and safe program environments.

These responsibilities require an individual with extensive experience in program and project management, as well as a deep understanding of operational logistics in community-focused and nonprofit settings. Their expertise ensures that the organization's efforts to bring survivor testimonies to diverse audiences are not only impactful but also sustainable and scalable. The absence of such qualifications would significantly hinder the ability of **Faces of October Seventh Inc.** to fulfill its mission and uphold its commitment to resilience and education.

This revision ties the responsibilities of the Project Manager directly to the organization's unique mission and operational needs, emphasizing the alignment between logistics and the educational impact of their programs. Let me know if you need further customization!

Dar Halevy Feldman's Qualifications for the Project Manager Position

Dar Halevy Feldman has demonstrated extraordinary abilities while performing the following roles:

- **Executive Producer, Israeli Public Law Association's Annual Conference (2012–Ongoing)**

For over a decade, Feldman has managed logistics for one of Israel's most prestigious legal conferences, attended by Supreme Court justices, ministers, and academic leaders. Her responsibilities include organizing lectures, managing guest relations, and handling media coverage. This long-standing role highlights her ability to perform at a high level in high-profile environments.



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- **Director of Israel Engagement and Community Relations, Hillel of San Diego (2022–2023)**

Feldman developed and executed a comprehensive yearly work plan aligned with Hillel's strategic goals. She built partnerships with Jewish and interfaith organizations, led impactful community events, and provided guidance to eight Jewish student organizations. Her responsibilities included fundraising, grant writing, and resource development, showcasing her ability to strengthen organizational outreach and sustainability.

- **Israel Fellow, Hillel of San Diego (2020–2022)**

As a Jewish Agency emissary, Feldman created and managed educational programs on Israel and Jewish culture at UC San Diego. She oversaw five student organization boards, collaborated with interfaith campus groups, and managed an annual budget of \$150,000. Her leadership in fostering cultural understanding and operational efficiency demonstrates her extraordinary organizational and interpersonal skills.

- **International Groups Instructor, Hashomer Hachadash (2019–2020)**

In this role, Feldman delivered lectures to Jewish students and youth about Israel while organizing immersive learning experiences at agricultural farms. Her efforts deepened participants' connections to Israeli culture and heritage. This role underscores her exceptional instructional abilities and cultural expertise.

- **Director of Marketing and Advertising, Hillel of Ben Gurion (2018–2019)**

Feldman spearheaded marketing and advertising strategies that rebranded the organization and increased its visibility on campus. She recruited participants for various projects and implemented campaigns that amplified the organization's presence. Her innovative approach to marketing demonstrates her extraordinary abilities in strategic communications and outreach.



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- **Shlichah (Emissary), Habonim Dror & WZO (2018)**

After completing an intensive 10-week Jewish education program, Feldman served as a Shlichah (emissary) in France. She led Israel programs and built relationships between Jewish communities in Paris, Marseille, and Brussels, promoting intercultural dialogue and fostering international collaboration.

- **Marketing Director and Executive Producer, Funjoya (2017–2020)**

Feldman managed a team of 75 employees in sales and marketing, recruited and trained staff, and oversaw all event production aspects. Her ability to lead large teams and manage complex event logistics reflects her exceptional operational and managerial skills.

Dar Halevy Feldman's professional journey demonstrates her extraordinary abilities in leadership, community engagement, education, marketing, and event management. Her roles highlight her capacity to manage complex initiatives, foster collaborations across diverse groups, and deliver impactful programs. Feldman's sustained excellence across varied responsibilities underscores her exceptional contributions to advancing organizational missions, building cultural connections, and achieving meaningful societal impact.

Summary

It is my expert opinion that the Project Manager position at Faces of October Seventh Inc. requires an individual with extraordinary abilities to successfully oversee and coordinate all aspects of the organization's programs and initiatives. This role is critical to the success of the organization's mission, encompassing responsibilities such as managing logistics, building partnerships, coordinating events, and ensuring programs are executed efficiently and effectively. The position demands a combination of technical knowledge in program development, strategic planning, and event execution, along with exceptional leadership, communication, and project management skills. Given the significant impact this role has on the organization's operations and outreach, it requires a professional with advanced expertise, proven abilities, and extensive experience in managing complex initiatives.



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It is also my expert opinion that Dar Halevy Feldman has demonstrated extraordinary abilities and expertise in her career, making her exceptionally qualified to fulfill the duties of this position. Through her diverse roles as Director of Israel Engagement and Community Relations, Israel Fellow, and Director of Marketing and Advertising, among others, she has consistently displayed exceptional skills in program development, organizational leadership, and community engagement. Her ability to design and implement strategic initiatives, manage large-scale budgets, and foster partnerships across diverse groups highlights her capacity to excel as a Project Manager. Feldman's extensive experience and sustained contributions to organizational success make her an outstanding candidate for this role, ensuring the advancement of Faces of October Seventh Inc.'s mission and goals.

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Please feel free to contact me if you have any questions or concerns.

Sincerely,

A handwritten signature in blue ink, appearing to read "F. J. Quevedo", with a stylized flourish at the end.

Professor F.J. Quevedo, BA, MBA, CAGSB, DPS

December 12th, 2024

FJQ/AKQP