

# Yoram Ezra

## Enterprise Technology Transformation and AI Leader

Enterprise Technology and AI | Mission-Driven and Jewish Nonprofit Institutions

Brooklyn, NY • 347.302.2344 • theyoramezra@gmail.com • linkedin.com/in/yoramezra • yoramezra.com

Enterprise transformation leader across interactive and digital strategy, marketing technology, product, operations, and organizational change. Twelve years leading modernization inside major Jewish nonprofits, connecting constituent data, CRM, digital platforms, analytics, fundraising, and engagement. Combines senior leadership with hands-on applied AI product experience, a record of translating institutional priorities into executable technology programs, and disciplined management of teams, vendors, budgets, and adoption.

### EXPERTISE

Technology Strategy and Enterprise Architecture • AI Adoption and Governance • Salesforce and CRM • Enterprise Applications and Systems Integration • Data Governance and Analytics • Digital Platforms and Constituent Experience • Process Redesign and Automation • Portfolio, Budget and Vendor Management • Organizational Change • Mission Driven Leadership

### PROFESSIONAL EXPERIENCE

**Alsubtext** | Brooklyn, NY

2023 - Present

*Founder and CEO*

- Conceived, built, and operate Alsubtext, a live AI visibility and brand intelligence platform that evaluates how six major generative AI engines understand, cite, and recommend organizations.
- Direct product strategy, platform architecture, data quality, model and API integrations, production monitoring, deployments, and incident remediation across a multi-model environment.
- Built scoring, analytics, and remediation workflows that convert probabilistic AI outputs into decision-ready intelligence for brand, communications, and executive teams.
- Advise organizations on responsible AI adoption, digital strategy, data use, marketing technology alignment, and workflow automation.

**Union for Reform Judaism** | New York, NY

2019 - 2023

*Director, Audience Engagement and Marketing Technologies*

- Led data, CRM, marketing technology, analytics, and digital operations for a national organization serving more than one million constituents across 500-plus programs.
- Set technology priorities and phased implementation plans for Salesforce Marketing Cloud and the broader digital engagement ecosystem, translating business needs across marketing, fundraising, programs, and IT into platform requirements, data flows, journeys, and adoption plans.
- Created governance, segmentation, reporting, and operating frameworks that improved data use, organizational decision-making, and cross-functional accountability.
- Managed an eight-person team and external partners; advised senior leaders on technology priorities, emerging AI use cases, vendor selection, contracts, and implementation risk.
- Increased email subscriptions by more than 150% and average open rates by 20% while improving fundraising and campaign effectiveness through automation, analytics, and personalization.

**Robinson Studios** | Brooklyn, NY

2016 - 2019

*Director, Operations and Sales*

- Directed daily operations, sales, technology vendors, client delivery, and process redesign for an event photography business; implemented business-management and CRM workflows to improve visibility and execution.
- Restructured pricing, vendor agreements, and operating processes, increasing profitability by 30% in one year.

**Hadassah** | New York, NY

2008 - 2016

*Director, Digital Strategy and Digital Marketing* (Promoted from Director, Web Strategy)

- Led national digital strategy, CRM, online fundraising, engagement, analytics, and marketing operations for a complex membership and fundraising organization.
- Reengineered CMS and CRM capabilities, integrated data and campaign workflows, and partnered across fundraising, membership, communications, and IT to improve constituent experiences and operational effectiveness.
- Owned the digital technology vendor portfolio and related budget oversight, including RFPs, contracts, hosting, and implementation, producing approximately \$250,000 in annual savings while modernizing core capabilities.

- Increased online donations by 35% and donor acquisition by 40%; used segmentation, testing, and analytics to improve conversion and guide investment decisions.
- Designed organization-wide training and adoption programs and established practical governance for new platforms, data, and digital operating practices.

## EARLIER CAREER

---

### **Case Agency** | New York, NY

#### *Senior Account Manager, Interactive Development*

- Led complex digital, ecommerce, CRM, and web experience programs for luxury and consumer brands, translating client objectives into requirements and coordinating creative, technical, and vendor teams through delivery, program recovery, scope, and quality.

### **Schematic** | New York, NY

#### *Vice President, Client Services*

- Aligned resources, delivery plans, and executive client relationships for major digital programs serving AOL, CNN, Turner Communications, and Clinique; led the client services team while managing risk and account profitability.

### **Fragments** | New York, NY

#### *Director, E-commerce*

- Led e-commerce strategy and operations, vendor selection, contract negotiation, data-driven marketing, and a major website redesign that increased online sales by more than 200% in one year.

### **Ezra Interactive** | New York, NY

#### *Interactive Marketing and E-commerce Consultant*

- Founded and led an interactive consultancy for retail and luxury brands; designed and launched Barneys New York's first e-commerce website and helped increase Elie Tahari online sales by 20%.

### **Oven Digital** | New York, NY

#### *Managing Director, New York*

- Led approximately 100 creative and technical professionals; established portfolio reporting for delivery, risk, financial performance, and resource allocation; executive sponsor for major client relationships and new business.

## EDUCATION AND ADDITIONAL LEADERSHIP

---

Bachelor of Fine Arts in Graphic Arts and Marketing, Magna Cum Laude • Fashion Institute of Technology, State University of New York

**Selected speaking:** Blackbaud annual conference; guest speaker, New York University fundraising program