



American  
Jewish  
University

**American Jewish University**  
**15600 Mulholland Drive**  
**Bel Air, California 90077**  
**(310) 476-9777**  
[www.aju.edu](http://www.aju.edu)

**FOR IMMEDIATE RELEASE**

February 6, 2019

Contact: Joanna Gerber

Vice President, Communications & Marketing

[jgerber@aju.edu](mailto:jgerber@aju.edu)

(310) 440-1529

**American Jewish University Names Catherine Schneider as  
Vice President for Advancement and Chief Development Officer**

**Los Angeles, CA – February 6, 2019** – American Jewish University (AJU) is pleased to announce the appointment of Catherine Schneider as the university's next Vice President for Advancement and Chief Development Officer. Schneider is a seasoned fundraising and nonprofit professional, with over twenty years experience transforming organizations through development, stewardship and community relations. Ms. Schneider was selected after a highly competitive national search and will join AJU officially on February 28, 2019.

"We are delighted that Catherine will be joining American Jewish University. She is a highly respected and distinguished professional, and extremely well-known throughout the Los Angeles Jewish community," said Jeffrey Herbst, President of AJU. "Catherine will be critical to helping develop American Jewish University into a national center for teaching and research based on Jewish principles and ethics."

Ms. Schneider, herself an AJU graduate with an MBA from the Graduate School of Nonprofit Management, is currently the Executive Vice President, Donor Experience at The Jewish Federation of Greater Los Angeles. In this capacity, she worked closely with Federation leadership to amplify the mission of the organization and grow the depth of donor commitment through successful annual campaigns, events and giving communities.

"I am thrilled to be coming home to the AJU," said Catherine Schneider. "I look forward to working with the President, Board, faculty and entire AJU community to support and expand upon the University's legacy and vision for a vibrant and inclusive community of learning."

During her tenure at The Jewish Federation of Greater Los Angeles, Schneider also held the positions of Associate Chief Development Officer, focused on leading annual campaign fundraising efforts totaling \$35 million per year, as well a six-year stint as the Senior Vice President, External Affairs and Community Engagement. Prior to her time at the Federation, she held leadership and development roles at the American Israel Public Affairs Committee (AIPAC), Progressive Jewish Alliance, and Beit T'Shuvah.

As Vice President for Advancement and Chief Development Officer for American Jewish University, Ms. Schneider will partner closely with AJU's president, board and senior leadership to enhance a culture of philanthropy and build a comprehensive best-practice advancement operation, enabling the institution's continued record of service to the community. She will also play a leadership role in communicating AJU's unique mission to a broader donor audience, highlighting the institution's multifaceted vision and enhanced relevance in the surrounding community and beyond.

In addition to an MBA from American Jewish University, Schneider also holds a BA from University of California, Berkeley. She currently serves on the Board of Directors and Development Committee of B'nai David Judea Congregation.

More information on American Jewish University and its leadership can be found online at [www.aju.edu/about](http://www.aju.edu/about).

###

**American Jewish University** (founded in 1947) is a thriving center of Jewish life, built upon the mission of Jewish learning, culture, ethics, leadership and peoplehood. In 2007, the University of Judaism merged with the Brandeis-Bardin Institute, creating a landmark entity - American Jewish University (AJU). With two campuses (in Bel-Air, California and Brandeis, California) AJU is now one of the largest Jewish institutions in the world. Offering abundant community programming, degree programs and learning experiences, American Jewish University continues to create a distinctive learning environment in which we nurture innovation, incubate new ideas and integrate socially-just values into community life. Learn more at [www.aju.edu](http://www.aju.edu).