

**Amy Asin**, in her role as Vice President, Strengthening Congregations, leads the URJ's initiatives in Strengthening Congregations, one of the four priorities of the URJ's 2020 Vision. She is guiding initiatives in leadership development, congregational innovation, congregational networking, and transition and crisis management. She is a thought leader and frequent speaker in the area of congregational life and has published articles in media outlets such as the URJ's *Inside Leadership* blog and *eJewishPhilanthropy*.

Prior to working for the URJ, Amy consulted to congregations and the organizations that support them on strategic planning and organizational transformation. She was a long-time senior advisor to the Experiment in Congregational Education. Sample consulting clients included: Jewish Community Federation of San Francisco, Union for Reform Judaism, Hebrew Union College, San Francisco Bureau of Jewish Education, and many individual congregations. In her consulting work over twelve years, she visited close to 100 individual congregations and met with thousands of congregational leaders. Prior to her professional work in the Jewish community, Amy worked as a corporate strategy and organization consultant as a Principal with Booz, Allen & Hamilton, in New York and San Francisco. She has an MBA with distinction from Harvard Business School and a BA in economics with high honors from Princeton University. Amy lives in Palo Alto, CA with her husband. She has two adult children who were active at Camp Newman and in NFTY Israel.