

WHERE ARE YOU NOW?

**MONDAY 15th FEBRUARY,
8pm UK time**



Welcoming back to Kanton

GRAHAM CANNON

Graham lived in Kanton from 1962-1984. (His bar mitzvah year, 1975, saw 34 other BM boys called up in Kanton)

His talk is entitled

**SPECIAL RELATIONSHIPS -
30 YEARS A YANK**

Graham is CMO (Chief Marketing Officer) for the UJA of New York and has spent the last few months as part of the team re-engineering their business in the face of Covid. With all the devastation, UJA has been focused on raising and putting to work tens of millions of dollars towards New York's (as well as Israel's) urgent needs.

After working in media in Los Angeles and on foreign policy on Capitol Hill in Washington DC, Graham moved to New York in the mid 90s becoming Deputy Director of Communications for then Ambassador Madeleine Albright and spent several years with her and her successor at the UN. He subsequently left government for Time Inc. as Director of Strategy and Communications for the emerging internet division and after that helped found then sell a dot com.

After 9/11 he went to the Anti Defamation League to refocus their marketing. Since then, he has specialised in helping Jewish organisations restructure and re-formulate their messaging/media/advertising strategies to better engage rapidly changing markets and demographics.

He was educated at JFS, 1973-1980, and gained his BA at The University of Manchester, 1980-1983.

[https://us02web.zoom.us/j/3531782577?](https://us02web.zoom.us/j/3531782577?pwd=N0tISWxxUGZmOEUrM1ZzcjJFN1pzdz09)

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Meeting id: 353 178 2577

Password : kanton

