

Avi Melamed
Middle East Strategic Intelligence Analyst -
A New Middle East Requires a New Understanding

Avi Melamed who serves as the [Fellow of Intelligence and Middle East Affairs](#) for the [Eisenhower Institute](#) is an expert on the Current Affairs in the Arab and Muslim World Arab and their impact on Israel and the Middle East.

He is a former Israeli Intelligence Official and Senior Official on Arab Affairs. In his decades of public service, Avi - an Israeli Jew who is fluent in Arabic, English and Hebrew, with a unique understanding of Arab society and culture - has held high-risk Government, Senior Advisory, Intelligence and Counter-Terrorist intelligence positions in Arab cities and communities throughout the region – often in very sensitive times - on behalf of the Israeli government agencies.

His expertise includes: The Arab Awakening and Regional Ramifications; Arab perspectives on Israel; Current Affairs in the Arab World - and their Impact on Israel; Emerging Challenges and Opportunities in the Middle East; Evolving Forces in the Region; the Gaza Strip; the Geostrategic Environment of the Middle East; the Israeli-Palestinian Conflict; Jerusalem; Roots and Ideology of Radical Islam; Terrorism; the War in Syria; the West Bank; and In Through the Chimney - A New Approach to Countering BDS.

As an Author, Educator, Strategic Intelligence Analyst, Avi Melamed educates current and future leaders around the world about Israel and the Middle East and trains them to be Media Literate Critical Thinkers who dialogue with reality and don't get sidetracked by concepts, narratives and theories.

Avi's newest book, [Inside the Middle East: Making Sense of the Most Dangerous and Complicated Region on Earth](#), a GPS to help you navigate the dramatically changing Middle East offers a unique insight into the Arab world, challenges widely-accepted perceptions and provides a gripping and uniquely enlightening guide to make sense of the events unfolding in the region. In it he also offers an out of the box idea that could lead to a positive breakthrough in the Israeli- Palestinian conflict.

Avi provides intelligence analysis, briefings and tours to diplomats, Israeli and foreign policy makers, international media outlets and a wide variety of organizations and private clients on a range of Israel and Middle East affairs.

In the private sector Avi facilitates relationships between Israeli and international firms and potential partners in the Arab world.

He is also the founder and creator of Feenjan – Israel speaks Arabic, a non-profit initiative which presents contemporary Israeli society and culture to the Arab world in Arabic, and serves as an online platform for Israelis and Arabs to discover and discuss issues of common interest.

Through all of his efforts, as an analyst, educator, entrepreneur, and writer, Avi is a bridge builder. He dedicates himself to enhancing the Arabic, English and Hebrew speaking audience's comprehensive understanding of the Middle East and of each other.

Avi has his finger on the pulse on the Arab world. With a proven record of foreseeing the evolution of events in the Middle East and their impact on a local and regional level, he is one of the most well-rounded and insightful analysts in his field.

Professional Experience

2013 – Present

Fellow of Intelligence and Middle East Affairs and Founder and Director, The Inside the Middle East – Intelligence Perspectives Program
Eisenhower Institute of Gettysburg College - Gettysburg, PA & Washington DC

The Eisenhower Institute is a center for leadership and public policy which strives to embody President Dwight David Eisenhower's model of public policy formation and leadership, along with dynamic programs that engage scholars, policy-makers, students, and citizens.

Inside the Middle East: Intelligence Perspectives, educates undergraduates about the Middle East, trains them to be media literate critical thinkers who dialogue with reality and don't get sidetracked by concepts, narratives and theories to ensure that the next generation to be in positions of influence will be more knowledgeable about Israel and the Middle East and will apply methods of critical thinking regarding Middle East Affairs.

ITME encourage participants to adopt a new critical lens for broader media and political analysis; Provides participants with the analytic tools to allow them to build their own objective view of the Middle East, one that looks beyond Western media sources, narratives and explanations; Educates future policy makers to be knowledgeable, media literate critical thinkers accurately dialogue with the Middle East reality which will serve the United States strategic interests.

2005 – to Present

Independent Middle East Strategic Intelligence Analyst
Yanshuf Analysis

Provide intelligence in a variety of forms including articles, briefings, consulting services, field intelligence tours, and strategic intelligence analysis to public and private individuals, Israeli and international entities as well as local and international Middle East policy makers.

Analysis is designed to give an insider's view into the constantly-changing social and political environment in the Middle East. Information focuses on the current events in the Arab and Muslim world, their local and regional impact and the future implications for Israel, the Middle East and the world. Goal is to deepen and enhance peoples understanding of the region.

2010 - Present

Creator and Principal
feenjan – Israel Speaks Arabic

Founded a non-profit initiative that features self-created and produced videos and articles that present contemporary Israeli society and culture to the Arab world.

Goal is to reach out, in Arabic, to the Arab speaking world to bridge the gap between Israelis and Arabs through developing relationships, creating an online platform to discover and discuss issues of common interest and eventually to be an open platform for Israelis and Arabs to build community around those mutual interests.

- 2005 - 2009 **Founder and Executive Director**
IDAN –Israel Demands Accountability Now
- Founded a non-profit initiative to empower Israeli educators to reestablish their place as the ethical and moral leadership in the State of Israel.
- Goal to engage teachers in communal and social initiatives to enhance the lives of Israeli citizens and to lead the charge for demanding accountability from Israeli leadership.
- 1999 - 2005 **Educator and Teacher**
Maayan Shachar High School, Kibbutz Ein Ha Horesh
- Taught Arabic, Holocaust Studies, History, Middle East Studies and Social Studies
- 1996 - 2000 **Co-Founder and Director**
MIKDAM Strategic Consulting Company for Middle East Affairs
- Founded and managed firm to expand Israeli commerce in the Arab world.
- Identified and advised companies in fields ranging from military technology to consumer goods interested in creating business opportunities with the Arab world.
- 1994 - 1996 **Senior Advisor, Arab Affairs to the Mayor of Jerusalem, Ehud Olmert**
The City of Jerusalem
- Manage the relationship between the City of Jerusalem and the Palestinian population and leadership in Jerusalem, gather and provide intelligence regarding the Palestinian communities in Jerusalem to government, intelligence and security agencies, used to design Israeli policy regarding Arabs and Palestinian in Jerusalem and surrounding areas. Represented the city of Jerusalem and presented policy regarding Arab Affairs in national and international forums. Office and Field position.
- 1990 - 1994 **Deputy Advisor, Arab Affairs to the Mayor of Jerusalem, Teddy Kollek**
The City of Jerusalem
- Recruited during the First Intifada (Palestinian Uprising 1987 – 1993) to improve the deteriorating relationship between the Arabs in and around Jerusalem and the Municipality of Jerusalem and other Israeli agencies. Create and implement initiatives to develop leadership in Arab neighborhoods which empowered community members to assume responsibility and enhance the quality of life in Arab neighborhoods throughout the city of Jerusalem. Create and manage programs to improve relations between Jews and Arabs throughout the city of Jerusalem. Office and Field position.
- 1988 - 1990 **Israeli Intelligence Counter Terror Official**
IDF Counter Terrorism Branch
- Assigned Special Counterterrorism position based on Arabic language skills, analytical abilities, and vast experience in Arab areas. Worked with Israeli Intelligence agencies including Mossad, Shabak, 8200, etc. to prevent terror attacks, including through the recruitment and cultivation of relationships with Arabic speaking human sources, to provide Operational Intelligence and analysis to intercept the planning and execution of terror plots by Islamic Jihad and Hezbollah terror groups. Office and Field position.

1985 - 1988 **Director of Coordination**
Israel Civil Administration for the West Bank

Manage the day to day relationship of Palestinians and Israeli authorities including the government and the military in major Palestinian cities; gather and cultivate intelligence through all sources available; provide real time accurate environment assessment to relevant military, intelligence, government authorities and security services. Office and Field position.

1982 – 1985 **Authorized Youth Survival and Navigation Instructor**
Israel Ministry of Education and The Society for the Protection of Nature in Israel

Taught Navigation and Survival Skills to youth

1979 – 1982 **Sergeant Major, Israeli Intelligence**
Israeli Defense Forces

Special Desert Intelligence squad, Israel-Jordan and Israel-Egypt border

Education and Training

2002-2004 **Jewish Lay Leadership Program**
The Israel Forum and The Jewish Agency for Israel
Jerusalem, Israel

1994-1995 **Program for Outstanding Leadership**
The Carmel Institute for Military Research
Zichron Yaakov, Israel

1991 **Conflict Resolution Mediation Program**
The Leonard Davis Institute
Hebrew University
George Mason University
Washington, DC, USA

1982 – 1986 **B.A., Middle Eastern Studies and History**
The Hebrew University
Jerusalem, Israel

1982 **Authorized Youth Survival and Navigation Program,**
Israel Ministry of Education
Israel

Languages

Arabic Speak, read and write fluently
English Speak, read and write fluently
Hebrew Mother tongue – speak, read, write fluently

Publications

- In Progress [Inside the Middle East: Making Sense of the Most Dangerous and Complicated Region on Earth](#) a GPS to help you navigate the dramatically changing Middle East, April 2016
- Co-author **Separate and Unequal: The Inside Story of Israeli Rule in East Jerusalem**, Harvard University Press, 1999
- Author: **Ubrusi - The Novel**, Shiluvim Publishing, 2010
- Articles: His articles are translated into multiple languages (Hebrew, English, and Spanish) and are available on [Avi's website](#) as well as international news websites.

Media interviews (sample)

Avi is a frequent contributor in Arabic, Hebrew and English to many news outlets including ABC News, Al-Jazeera Arabic, Al-Jazeera English, Al-Hurra, BBC, BBC Arabic, Bloomberg, CBN; Elaph, Ha'aretz Israel, I-24; InfoLive TV, Israel Radio, Los Angeles Times, NBC, The Sydney Morning Herald The New York Times, The New Yorker, Toronto Star, TVE Spain, USA Today, Wall Street Journal, Washington Post; Yediot Aharonot Israel, and a variety of European newspapers and news agencies.

Sample Client List

AIPAC; ABC News; American Israel Joint Distribution Committee; American Jewish Committee; American Jewish Columbia University; Congress; American University; Beth Tfiloh Dahan Community School; Birthright; Center for Israel and Jewish Affairs; Eisenhower Institute; Foreign Diplomats and Embassies; Foreign governments including Australia, China, and Nigeria; Friends of the IDF; Galilee Institute; Georgetown University; Gettysburg College; Harry and Jeanette Weinberg Foundation; Harvard University; Herzeliya Interdisciplinary Center; International School Hong Kong; Israel & Co.; Israel Border Police Senior Command; Israel Embassy; Israel Defense Forces; Israel Ministry of Defense; Israel Ministry of Foreign Affairs; Israel Police; Israel Prison Authority; Israeli Colleges: Jewish Agency For Israel; Jewish Council for Public Affairs; Jewish Community Relations Council; Jerusalem Foundation; Jewish Federations of North America; Jewish National Fund; Hillel; J-Street; Katedra – Network of Israeli Colleges; Keren Hayesod; The Lawrenceville School; Machon Avshalom; Limmud; MASA; New York Times; Onward Israel; Peres Center for Peace; Phillips Academy – Andover; Princeton University; Stand With Us; The Israel Project; Tufts University; Yale University; University of California, Berkeley; University of Scranton; the United States Army; United States Congressman and Senators; the United States Navy; Wikistrat; World Bank; World Presidents Organization, Young Presidents Organization, etc.

Websites

- Original: www.avimelamed.com
- Facebook: <https://www.facebook.com/InsideTheMiddleEast/>
- LinkedIn: <http://il.linkedin.com/in/avimelamed>
- Twitter: @avimelamed <http://twitter.com/#!/avimelamed/>

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