



May 13, 2022

**To the President and Board of the Cumulus Association**

**Subject: Candidacy for the Cumulus Executive Board VIII**

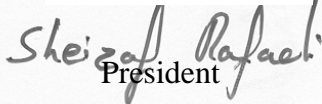
It is my pleasure to endorse the candidacy of our institution's representative in Cumulus, Merav Perez, for membership in the next Cumulus Executive Board 2022-2025.

At Shenkar, a full member of Cumulus, we are excited about the possibility of contributing to the association's organizational leadership and future growth. We are fully supportive of Merav's prospective service in Cumulus, and we are committed to supporting her service as her home institution. As Head of the Industrial Design Department, Merav has a travel budget and the means to be internationally active. We would also ensure that the faculty members in her department allow her to dedicate the time to serve the board in the best possible manner.

This is an official institutional endorsement letter, but I would like to take the opportunity to add a personal note about the candidate. Merav is a prominent academic leader and a skilled manager, with a strong appetite for interdisciplinary and international academic collaboration. In her two decades of work at Shenkar, she has proven her excellent academic, professional and personal skills. Moreover, she pioneered a unique academic entrepreneurial approach in founding the institution's flagship project, and in developing and leading a new cohort for design, technology and engineering. I am certain that she would manage to balance her different roles and contribute to the future of Cumulus.

Sincerely,

Prof. Sheizaf Rafaeli



President