Childhood
I grew up in a warm and lively Yerushalmi home where we were educated in Zionism, doing and giving, hard work and a love of Israel. Thanks to these values, I chose the path I am on today, to do as much as I can for society and country.

Army
I served in the paratroopers, and in 1980 I was wounded in a battle with terrorists in southern Lebanon. I fought to stay in the battalion and became a company commander in the 890th Battalion in the First Lebanon War. I continued to serve in the reserves during the first Intifada and did reserve duty for many years, during which I expressed my love for the IDF and felt I was really contributing to the country. My military service, both as a soldier and an officer, shaped my personality and laid many foundations for my actions and choices to this day.

Shabbat
After a busy week, Shabbat is a moment of rest with friends and family, a time to recharge my batteries.

Zionism
Deep, unconditional love for Israel and the willingness to contribute to the future of the State in any way I can.

Yerushalayim
Yerushalayim is what connects and unifies the past, present and future of the Jews and of Israel. I was privileged to serve as the Mayor of Israel’s capital, the most beautiful city in the world. Today, Yerushalayim is on a path of growth and economic development, with impressive achievements in high-tech and tourism. It is growing and evolving with advanced infrastructure. And this is just the beginning.

Experience as Mayor
Rabbi Mordechai Eliyahu z”l instructed me to protect Yerushalayim, so with every step I took I asked myself, “What is the best thing for Yerushalayim?” Today I can see what I’ve left behind – the many plans which have been realized, massive construction, growth in tourism and high-tech, youth filling its streets... I think I lived up to the task.

The Importance of a United Yerushalayim
3,000 years ago, the Land of Israel was divided into tribes, but Yerushalayim was never divided. It was the unifying and connecting factor for all. In the future, as in the past, the role of this city is to unite and connect. The ability to work together around the common denominator of Yerushalayim is critical to the nation.

Inspiring Others
I believe that the historical connection between the Jews and Yerushalayim is in the soul of every Jew around the world. We must encourage Jews to visit Yerushalayim and connect to it, and help each person, in his and her own way, to find their special bond to the city.

Choosing Politics
I left my business out of a desire to serve Yerushalayim, and I was Mayor for 10 years. Today Yerushalayim is in a healthy position, moving in the right direction and on a path of growth, so I decided to take my life experience and make an impact at the national level.

Visions for Israel’s Future
We need to look 30 years ahead and figure out what kind of country we want to leave for our children. We have a large window of opportunity to take advantage of our technical, entrepreneurial advantage and our Yiddishe kop, and be a light unto the nations in every sense. I envision Israel as a leading regional and global power, existing in security and with economic superiority that promotes entrepreneurship and technology. I believe that if we work hard in the right ways today, it will become reality.

FACTS
I still have a final project to complete in order to finish my MBA.

When I was wounded in the army, I didn’t tell my parents, who were abroad at the time.

After I was wounded, I refused to receive compensation from the army.

I started my business experience as a salesman in my mother-in-law’s ceramic doll shop.

I knew my wife Beverly from childhood. When she came to visit me at the hospital following the injury, she entered my heart and never left.