

Libby Weiss Introduction

Ladies and gentlemen, it is now my privilege to introduce you to a renowned spokesperson for Israel...

She is **a persuasive storyteller**, who has uniquely promoted the IDF's narrative as the military's head of international social media to millions of followers on Facebook, Twitter, Instagram, Snapchat, and YouTube in English, French, and Spanish...

She is a **seasoned media strategist**, who as head of the IDF's North American Media Department was a spokesperson to major American and Canadian media in high-stress situations such as the 2014 Gaza war, was responsible for creating and implementing the military's communications strategy, facilitated the publication of over 10,000 articles, and gave media tours of Hamas terror tunnels...

And she is **a savvy researcher**, who headed the IDF's Media Tracking and Analysis Department, who specialized in foreign trade and international agreements while working for Israel's Ministry of Economy, and who was a research assistant for Northwestern University School of Law...

Ladies and gentlemen, please welcome a staunch defender of Israel in the international press, Libby Weiss.