

MJCCA Senior Management

Jared Powers Chief Executive Officer

Jared brings strong financial and business acumen to his role, having cultivated these skills as a Financial Analyst in commercial lending. He began his career at the Marcus Jewish Community Center of Atlanta as the Assistant Sports and Camp Director at Shirley Blumenthal Park in East Cobb. Jared successfully added to those responsibilities, becoming Chief Program Officer and overseeing all of the agency's programs and services. In addition to completing the JCCA's management training program, Jared has received the Jewish Federation of Greater Atlanta's Marilyn Shubin Professional Staff Development Award for his outstanding contribution as a professional within the Atlanta Jewish community, the MJCCA's Leadership Award, and the MJCCA's Best New Program Award for implementing the agency's first summer inclusion camp program for children with special needs. Jared holds an MBA from Georgia State University and a Bachelor of Science Degree in Finance from the University of Florida.

Janel Margaretta Chief Impact Officer

Janel is a seasoned nonprofit leader with over 25 years of expertise in fundraising, management, leadership development, talent management, and communications experience specializing in the philanthropic space within the Jewish community. A New York University alumna (BA in Drama and Speech Communications), she has dedicated the past 18 years to leading the philanthropic financial resource development, community relations, impact data analysis, and leadership development initiatives at MJCCA. Under her visionary guidance and alongside an exceptional team, MJCCA has secured over \$100 million in contributions and grants. In addition to her leadership role, Janel is a renowned trainer and speaker. She has been recognized by the JCC Association of North America for excellence in fundraising strategy and campaign materials and honored by the Atlanta Business Chronicle as one of Atlanta's "Top 40 Under 40" up-and-comers in 2009.

Janice Wolf Chief Financial & Administrative Officer

Janice has more than 25 years of financial management experience, including many years as a principal at Ernst & Young. She is a Certified Public Accountant who holds an MBA from Columbia University and a Bachelor of Arts from Smith College. Janice also has more than 20 years of volunteer experience as a board member and officer of several nonprofits, including the Jewish Federation of Greater New Haven and Ezra Academy. Under Janice's direction, the MJCCA has realized financial stability, streamlined its operating costs, reduced its borrowing and associated costs, replaced and upgraded all software platforms, and improved cash flow. She oversees risk management for the agency and has upgraded all related processes and training. Additionally, in conjunction with the CEO, Janice has overseen more than \$40 million in capital construction projects.

Keely Sime

Chief Strategy & Marketing Officer

Keely Sime is a seasoned marketing and public relations executive with more than 25 years of industry experience. During her tenure with the MJCCA, she has restructured the department and expanded the team's capabilities and outcomes, instituting an overhaul of marketing processes, deliverables, and its collaboration with other departments. These innovations led to Keely winning the MJCCA's coveted Philip Bush Award for Leadership. Prior to joining the MJCCA, Keely served as an Account Director and Media Strategist, leading teams focused on marketing, public relations, branding, and communications in both the nonprofit and corporate sectors. She holds a Bachelor of Arts in Journalism and Public Relations from the University of Georgia.

David Fried

Chief Program Officer

David spent 21 years at the Michael-Ann Russell JCC in Miami, Florida, culminating as the Health, Sports, and Wellness Director. His passion for serving the Jewish community led him to establish his own sports management business, running programs across several JCCs in South Florida. He joined the MJCCA as Chief Program Officer, bringing extensive experience in JCC operations, management, and programming, ensuring that the agency's services meet the evolving needs of the community. David played a key role in streamlining operations post-COVID, improving team cohesion and enhancing workflows across departments. Beyond the JCC, David served as the Executive Director of Camp Shalom, a Jewish overnight camp in Florida, and founded Mo Steel Football—South Florida's first all-Jewish travel flag football team. Under his leadership, the team secured eight NFL National Championships and two World Championships. His expertise in sports programming has taken him to over 20 countries, assisting organizations in building impactful programs. David holds an MBA from Nova Southeastern University and a Bachelor of Science degree from Florida International University.

Laura Ross

Chief Engagement Officer

Laura has nearly 20 years of experience as a Jewish nonprofit professional. The first half of her career was spent at the MJCCA in several roles including associate program director overseeing various departments including BBYO, Teens and Club J. Laura was instrumental in the creation and opening of the Kuniansky Family Center and the programs that coincided with the new building on campus. Laura then served as BBYO, Inc.'s Area Director of Community Impact and subsequently as the Associate Vice President of Programming, overseeing global teen leadership, the volunteer advisor program, alumni engagement, women's leadership programming and multiple facets of BBYO's International Convention. During her tenure at BBYO, she made a significant impact by creating new organizational initiatives and increasing membership and involvement globally. Laura rejoined the MJCCA as the Chief Engagement Officer in the Fall of 2023. She holds a Bachelor's degree from Indiana University's Kelley School of Business.