

Cecilia Sibony

Social Entrepreneur, Founder & CEO, Sesamaise Tahini

Summary

Passionate about creating innovative solutions to complex social, economic and geopolitical problems and conflicts by leveraging the best practices of the private and social-change sectors. A motivated, strategic and creative self-starter and team-player, I am a social entrepreneur launching a food product company that is building a global community supporting peaceful relations in Israel and Palestine.

Specialties: Marketing strategy, written and verbal communications, program development and management, conflict resolution, facilitation, academic and field research, languages

Experience

Founder and CEO

February 2016 - Present

Sesamaise Tahini is a social-change food business providing REAL FOOD and REAL CHANGE for individual and community health, wealth and peace. (learn more at www.sesamaise.com)

Sesamaise Tahini's delicious dips, truffles and bread put a modern twist on snacking and peacebuilding. We take tahini, a staple Middle Eastern condiment, and adapt it to the modern pallet using only REAL food (no weird, unpronounceable ingredients.) We source authentic, high-quality tahini from Palestinian and Israeli tahini family businesses, and grow demand for their peacebuilding tahini in the US, providing the financial reason to build relationships and collaborate with one another to meet that demand. As we add more businesses the peacebuilding supply chain, they grow a movement for peace that makes REAL CHANGE locally, economically and politically. In the Los Angeles area, we offer conflict resolution and communication workshops, where food brings people together locally.

Sesamaise Tahini Dips: Tangy Original, Creamy Pesto, Spicy Enough, Caramelized Onion, Spinach Artichoke, Sweet Potato

Sesamaise Tahini Truffles: Chocolate, Chocolate Almond, Chocolate Coconut

Sesamaise Tahini Gluten-Free Bread

As a social entrepreneur, I plan, manage and execute all aspects of launching Sesamaise Tahinio' brand and our first product lines:

1. Market research and focus groups
2. Recipe development
3. Marketing strategy and Go to Market plan
4. Content marketing, website development, social media management
5. Branding and design
6. Legal and finances
7. Operations & logistics
8. Supply chain management and relations
9. HR and building community of supporters

Policy Analyst and Interim Project Coordinator: Palestinian Transaction Costs at The Peres Center for Peace

September 2015 - March 2016 (7 months)

Analyzed and synthesized multiple years of on the ground research on the transaction costs imposed on Palestinian traders, in order to derive insights and policy recommendations. Led the project to build a simulation of the research into a computerized model that quantified the costs and reduction of costs for each recommendation. I helped to organize and coordinate rounds of advocacy meetings with key stakeholders across the ecosystem, including government ministries in Israel and Palestine, private sector organizations and traders. Finally, I coordinated and helped in composing the final report with all of the findings.

Business Development Manager- Global Partnership Program at Signals Analytics

February 2014 - July 2015 (1 year 6 months)

Responsible for managing all aspects of Signals' Global Partnership Program, including creating channel partner strategy, identifying, engaging, and training partners and working with them to bring mutual value to both companies and the end client.

Co-Founder, Project Manager, Facilitator

February 2013 - August 2014 (1 year 7 months)

I co-found and co-organized a group of Arab and Jewish Israeli peace activists and leaders that is committed to promoting a shared society in Israel with Professor Eileen Babbitt of the Fletcher School and the Leir Foundation. Throughout the 3 years it functioned, I organized and facilitated many of the dialogues, and the group drafted a Joint Vision Statement for a Shared Society in Israel.

Strategic Marketing and Management Consultant (student) at NewOak Capital

January 2013 - May 2013 (5 months)

- Successfully completed and presented a consulting project addressing the company's needs to diversify its revenue stream and grow its client base through marketing analyses and communication, rebranding and client-lifecycle strategies
- Corresponded with the company's senior management and marketing team, in order to create and implement a plan to meet their needs, which included contextual (PEST and SWOT) analysis, competitor benchmarking, and customer, channel and product- and service-line analyses through market research and interviews with external and internal stakeholders
- Led the team's efforts in market research (including identifying interviewees and conducting structured interviews) and rebranding and marketing strategy, with the guidance of a professional consultant and a Consulting course

Events Coordinator for Chair of Negotiations and Conflict Resolution Department at The Fletcher School at Tufts University

September 2012 - May 2013 (9 months)

Organized and marketed the department's lecture series of prominent academics

Marketing Strategist

January 2012 - May 2012 (5 months)

- Created a comprehensive marketing strategy and communication plan with specific recommendations that clearly communicated the business' vision, mission, and brand, and improved their growth opportunities and business model
- Conducted customer and stakeholder analyses and industry benchmarking and STP exercises within the structure of a "Marketing for Non-Profits" course, in a team of fellow students and guided by expert marketing professors
- Maintained regular communication with the CEO and CFO and received accolades for written and oral deliverables

Director of External Communications, Resource Development and the American Corner Yaffo

February 2010 - March 2011 (1 year 2 months)

- Created all English-language marketing and promotional material and written and verbal correspondences for the community center, which included newsletters, annual report, evaluations and reporting to funders, tours and informational sessions, correspondences to current and potential donors, and translations (from Hebrew)
- Implemented the AJCC's resource development strategy that successfully raised about \$100,000 in nine months from private donors and foundations, embassies in Israel, and foreign governments
- Created, raised funds, marketed, and implemented recurring and one-time programs that educate the local community about American history, culture, and language and advance American ideals, such as pluralism, democracy and freedom

Wealth Management Project Manager

August 2009 - December 2009 (5 months)

Proposed, initiated, and coordinated with consultants a comprehensive wealth management plan representing the CEO's interests

Fellow

August 2008 - August 2009 (1 year 1 month)

- Awarded grant for a year of independent travel and research on Jewish communities in the Muslim Middle East
- Transformed research paper into a research proposal and planned and executed the logistics of a year abroad
- Honed research, interpersonal and interviewing skills ie. secondary resource research, developing relationships with relevant contacts and primary sources in the field, and conducting interviews in sensitive situations to verify research
- Maintained a website to document research findings and wrote on various topics of interest
- Published article on research in Anthropology News: "Moroccan Jews: Identity and Community at the Crossroads"

Intern

May 2007 - August 2007 (4 months)

Drafted correspondences and conducted independent research as requested by staff, contributed to program-planning (Annual Conference, particularly), maintained website, and compiled media reports for this Nobel Prize co-Laureate NGO

Intern at International Institute for Counter Terrorism

May 2006 - August 2006 (4 months)

Assisted senior researcher in researching and compiling sources on Hizballah and Iran, and updated the ICT's database with statistics on terrorist attacks and counter-terrorist operations in Iraq

Education

Tufts University - The Fletcher School of Law and Diplomacy

Master of Arts (MA), International Negotiation and Conflict Resolution, Public and Non-Profit Management, 2011 - 2013

Gome School

Professional Certificate, Mediation, 2011 - 2011

The Johns Hopkins University - Paul H. Nitze School of Advanced International Studies (SAIS)

Arabic, 2008 - 2008

Colgate University

Bachelor of Arts, Peace and Conflict Studies, Middle East and Islamic Civilization Studies, 2004 - 2008

Activities and Societies: Phi Eta Sigma National Honors Society, Konosioni Senior Leadership Honors Society, Colgate Jewish Union (President), Class of 2008 Council (Vice President), American Jewish

Committee Campus Society (President), Progressive Student Network (Founder), Budget Allocations
Committee (member), Weekly Volunteer Chef (for Shabbat dinners,) Volunteer Tourguide
Marlboro High School
Freehold Township High School

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[Contact Cecilia on LinkedIn](#)