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He was a political reporter at The Nation, an editor at The Jerusalem Post and a foreign correspondent before heading The Word Shop, a strategic communications firm, for a decade. He worked for Dow Jones International and Advanstar Inc. and was CEO at Intermedia, an international business development firm, before becoming Executive Director at The Israel Project. He has for two decades been involved in global healthcare. He has briefed world leaders, spoken at the United Nations and parliaments, and appears regularly in the media and been published in multiple foreign policy outlets.

He studied political science and international relations at Leeds University where he was an elected leader of the student union, and international relations at Tel Aviv University. He was named a J100 most influential people in the Jewish world.