Holocaust museum in Farmington Hills names new CEO

The **Holocaust Memorial Center** Zekelman Family Campus in Farmington Hills has named Rabbi Eli Mayerfeld as its new CEO.

He succeeds Steven Goldman, who had been executive director since 2009 and retired in February of last year.

Mayerfeld brings a strong educational background that will come into play as the role of the nonprofit museum in educating visitors about the Holocaust during WWII increases. A law passed last year will require Michigan public schools to teach six hours of genocide lessons on the Holocaust and the 1915-20 massacre of Armenians at some point in grades 8-12.

He served as executive director of the Southfield-based **Yeshiva Beth Yehudah**, the largest K-12 Jewish school system in Michigan, from 1993 to 2015. During his tenure, he saw the number of students more than double and its annual budget more than triple. He also led completion of an $8 million capital campaign to fund construction of new state-of-the-art education facilities.

Since then, he's served as CEO of **Yeood Consulting LLC**, a strategic management consultancy, from September to December.

At the same time, according to his **LinkedIn** profile, he served as CEO of the **Jewish Wisdom Foundation**, a Bloomfield Hills-based organization working to engage Jews with their history and develop online content and programs for high school students, and as an unpaid consultant for **Destiny Foundation** for over two years.

Mayerfeld earned a bachelor of science degree in engineering in 1991 from **The Cooper Union for the Advancement of Science and Art** in New York City and an advanced degree in rabbinic ordination from Rabbi Berel Wein.

Founded in 1984, the Holocaust museum annually educates more than 60,000 visitors on the holocaust in an attempt to prevent future discrimination, hate crime and genocide.

In 2014, the year of its most recent tax form, it reported $4.3 million in total revenue, an excess of $1.76 million and $23.3 million in net assets/fund balances.