

Content Portfolio

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Sample 2: In addition to the Washington Jewish Museum, as exhibit curator for the Historical Society's gala event Passport to Washington I worked with a team of volunteers to collect stories from nearly fifty community members, then wrote these capsules about their lives. This exhibit board measures 20"x30" at its full height.

TECHNOLOGY AND STARTUPS

Eyal Levy

Born 1951, Jerusalem, Israel.

Arrived in Washington, 1989 and 2002

For anyone who visited Israel from the mid-1990s on and heard anyone refer to their Pelophone, you can thank Eyal Levy.

Eyal ran the cellphone company from 1994-97 and grew it from a tiny outlier to a major player, with more than 2 million subscribers, at a time when the cellular world looked to Israel as the leader in this exploding space. But to ascribe that success to Eyal without seeing everything else he's done tells only a fraction of his story.

He attended Stanford for a year, but with the Six Day War having just ended and Israel in the midst of its war of attrition, "I decided to leave everything and move back and join the military."

He spent five years on active duty, worked in South America and Africa, then became a lecturer at Tel Aviv University.

Eyal taught database management systems, which introduced him to the students who created Israel's first wave of startups.

"I think close to three, four thousand of them were my students," he says.

A company Eyal founded in the early 1980s went public and brought him to the U.S. Motorola recruited him in 1989 to run operations in Washington, where he stayed for five years before returning to Israel.

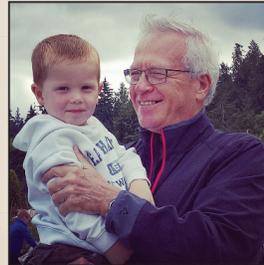
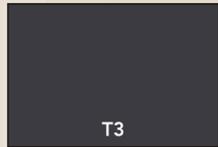
Following his Pelophone stint, Eyal moved into venture capital, which created the partnerships with companies like Microsoft that have made Israel such a strong center of research and development. He returned here in 2002 with his wife, Dr. Zehava Chen-Levy.

In 2007 Eyal joined and helped to fund the Washington-Israel Business Council, an effort to bring Israeli companies to our state while bringing companies to Israel to create jobs there. He said the council got very little support from local government and even the Jewish community, "but we gave it a shot." The effort ended in 2015.

Eyal is grounded by the simple concept of human dignity. As such, he was a founding member of Peace Now, is today involved in New Israel Fund, and supports a successful conclusion to the peace process. Without strong leadership on either side, however, he doesn't have a lot of optimism.

"But you never stop trying," he says. "The easiest thing to do is to give up."

"I have one pretty broad term to describe my values, which is human dignity. Human dignity basically covers everything: how you treat other people, how you treat yourself."



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