



**For Immediate Release**  
**12-10-2007**

*SmartVolunteer* is pleased to announce the appointment of Mary Roben as Executive Director of *SmartVolunteer*.

Ms. Roben comes to *SmartVolunteer* with over 13 years of management, leadership and strategic analysis experience with HBO and holds an MBA in Business Management from Long Island University.

In this role Ms. Roben will further define the strategic goals of *SmartVolunteer* while continuing to build, support and bring together a strong community of skilled professionals (who share a passion for volunteering) and qualified non-profit organizations.

"As our new Executive Director, we believe Mary brings not only strategic vision and management expertise to *SmartVolunteer*, but also the passion and savvy to execute the organization's primary goal of bringing skills-based giving to the forefront of volunteerism," said co-founder Howard Felson.

*SmartVolunteer* was founded to fill a critical void in the volunteer placement arena. The organization's mission is three-fold: (1) to enable non-profits and charities to significantly reduce their expenditures on professional services by increasing the quality and quantity of their skilled volunteers, (2) to provide motivated and resourceful individuals with meaningful and productive volunteer experiences that utilize their professional expertise and (3) to create a vibrant community of like-minded individuals that can benefit from tremendous networking opportunities while working together to give back.

To-date, over 250 local, regional and national non-profits and charities have partnered with *SmartVolunteer* to offer volunteer opportunities, including: the American Red Cross, ASPCA, Big Brothers, Big Sisters of New York City, Doctors Without Borders, Housing Works, and the Jewish Coalition for Service.

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*SmartVolunteer*, like the organizations it seeks to help, is a non-profit with 501(c)(3) tax-exempt status. Built entirely by volunteers, *SmartVolunteer* is a practical example of the impact that volunteers can make by putting their time and expertise to use in socially meaningful ways. The organization was awarded the prestigious 2006/2007 Social Entrepreneurship Award from the NYU Stern School of Business.

*SmartVolunteer*'s founding team consists of a non-profit management consultant (Moshe Bellows, Esq.), a corporate attorney (Howard Felson), a software engineer (Jeff Schlanger), a strategy consultant (Nir Altman) and an entrepreneur (Dan Abelson). The *SmartVolunteer* website is dedicated to the memory of JJ Greenberg, who recognized that we each have a role to play in making this world a better place.

For further information, please visit the website at:  
**[www.smartvolunteer.org](http://www.smartvolunteer.org)**