

FOR IMMEDIATE RELEASE  
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## **Omega Names Carla Goldstein President in Newly Created Role To Lead Omega's First-Ever Comprehensive Capital Campaign**

***“Brilliant Ideals: The Campaign for Omega” will Catalyze Omega’s Strategic Plan to Scale Up Its Global Impact***

RHINEBECK, NY—[Omega Institute](#), the nation’s leading center for holistic studies today announced the appointment of Carla Goldstein to the newly created role of president as part of its commitment to scaling its global impact and creating a climate for positive change. In her new role, Goldstein will lead the development of the nonprofit’s first-ever comprehensive campaign, which is an outgrowth of Omega’s 5-year [Strategic Plan](#). Goldstein will also continue to lead Omega’s external affairs efforts, and continue in her role as cofounder of the Omega Women’s Leadership Center.

Over its 40-year history as a hub for lifelong learning, Omega has consistently been at the forefront of driving social and cultural transformation, and is now positioned to become an even stronger force for change. Through its “Brilliant Ideals” campaign, Omega is investing in online learning to make its curriculum more accessible, energizing its Rhinebeck, New York, campus as a model for the holistic strategies, skills, and sustainability practices they teach, and engaging a global community of learners.

“We are thrilled that Carla Goldstein is stepping into this new leadership role. She was instrumental in developing our strategic plan and capacity to attract philanthropic investment,” said Robert “Skip” Backus, chief executive officer at Omega. “Carla has built an important foundation for setting out on our first ever comprehensive campaign—an initiative that celebrates our growth and accomplishments, and boldly envisions what we can achieve in the future,” concluded Backus, whom Goldstein will report to in her new role.

“Omega’s integrated approach to personal and social change makes our work vital to uplifting people’s lives, building community, and bringing creative solutions to some of today’s most pressing problems,” said Goldstein. “It’s an honor to be able to serve Omega’s mission of ‘awakening the best in the human spirit.’”

[Carla Goldstein](#), JD, joined Omega in 2005, and previously held the title of chief external affairs officer. During her tenure, Goldstein cofounded the [Omega Women's Leadership Center](#) in 2012, and built Omega’s public relations, strategic communications, community engagement, and development capacities. Goldstein has 25 years of experience in public interest advocacy on women’s rights, poverty, public health, and human services and serves in an advisory capacity to several organizations.

In addition to the change in Goldstein’s role, Omega appointed [Veronica Fitzgerald](#) to a newly created role, chief development officer, to help support campaign efforts. Fitzgerald joined Omega in 2016 as development director and has helped build the early foundation for the campaign. Fitzgerald came to Omega with more than 25 years of fundraising experience, including leadership roles at Rensselaer Polytechnic Institute and Albany Medical Center.

For more information, visit [eOmega.org](http://eOmega.org) and follow Omega on Facebook, Twitter, YouTube, Instagram, LinkedIn, and Pinterest.

**About Omega Institute for Holistic Studies**

*Founded in 1977, Omega Institute for Holistic Studies is the nation's most trusted source for wellness and personal growth. As a nonprofit organization, Omega offers diverse and innovative educational experiences that inspire an integrated approach to personal and social change. Located on 250 acres in the beautiful Hudson Valley, Omega welcomes more than 23,000 people to its workshops, conferences, and retreats in Rhinebeck, New York, and at exceptional locations around the world. [eOmega.org](http://eOmega.org)*

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