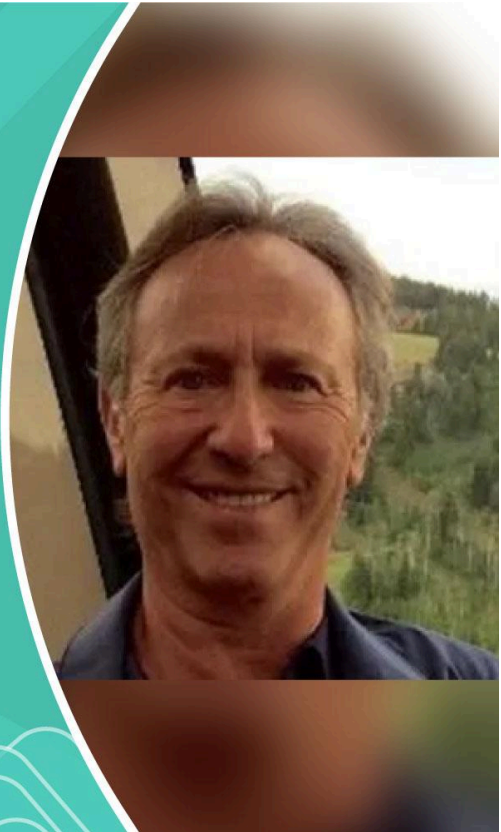


## **Robert Kasirer**

**Vision-driven builder shaping sustainable pathways  
for future Jewish communal continuity.**



## **Robert Kasirer**

### **Manager of the Kasirer Family Office**

Robert Kasirer serves as the Manager of the Kasirer Family Office, where he developed a national real estate investment and management company with holdings across 12 states. He also serves as President of the Kasirer Family Foundation (“KFF”) and remains active in philanthropic work. KFF’s primary mission is to support educational institutions and Jewish organizations. Its contributions have assisted universities, schools, Jewish campus groups, community programs, and camps, including major universities in Pennsylvania and New York, a prominent school in Los Angeles, Jewish centers at several campuses, and camps serving various regions. These beneficiaries reflect his long-standing commitment to education, Jewish learning, and community life.

In 2022, he founded two nonprofit entities—one based in the United States and one in Israel—to create the Neshamah Platform and Neshamah App (“Neshamah”). Neshamah was envisioned as a broad digital environment for Jewish life, offering music, learning, prayer, podcasts, videos, and short interactive content in one place. Designed to feel accessible and welcoming, Neshamah supports both individuals and communities. Organizations, synagogues, schools,

campus, campus groups, and content creators can use white-labeled spaces to present their own material alongside the platform's larger shared library. This unified digital approach aims to strengthen engagement and allow users to interact with Jewish content in a personal and meaningful way.

## **A History of Family Survival and Strength to Strive**

Robert is the son of Holocaust survivors. His mother endured imprisonment in Auschwitz, while his father was forced into labor under harsh wartime conditions. Most of their extended family members were killed at Auschwitz. Both came from a small village in the Carpathian Mountains, now part of Ukraine. His father learned the shoemaking trade and, after losing his own father at age 13, worked with an uncle to help support the family.

His parents met after liberation, married, and moved to Austria while awaiting permission to immigrate to the United States. He and an older sibling were both born during this period. A younger sibling later joined the family after they arrived in Los Angeles and began rebuilding their lives.

As observant Jews, his parents dedicated themselves to strengthening Jewish life in Los Angeles. When they reached the city in 1954, it had only limited Jewish schools, camps, synagogues, and student communities. His parents helped establish a Jewish elementary school, founded a Jewish girls' high school, and supported the creation and growth of synagogues. Their philanthropy extended beyond California, assisting Jewish institutions in other states and in Israel.

Their mission was shaped by the belief that the memory of the six million Jews who perished in the Holocaust must endure, and that future generations should remain connected to Jewish identity and heritage. This outlook became an essential part of his upbringing. At age 13, he enrolled in a Jewish boarding school in New York, where he pursued both secular studies and intensive Jewish learning. He continued studying Jewish subjects at the same institution while attending university.

## **His Education and Career Trajectory**

Kasirer later attended a major university in New York, followed by law school at another well-known institution. After passing the New York bar exam, he relocated to Los Angeles and formed a law firm with two colleagues. The firm focused on public finance and participated in financing projects nationwide, serving as Bond Counsel and Underwriter's Counsel in transactions totaling hundreds of millions of dollars. He eventually joined a large law firm as Of Counsel before partnering with his father in 1984.

Together, they created a real estate company that focused on developing, owning, and operating commercial properties, primarily shopping centers in the Los Angeles area. After his

father's passing in 2005, he continued to manage and expand the company. In time, his two sons and son-in-law joined the Kasirer Family Office and its related businesses. Today, they oversee daily operations, while he remains Chairman and provides strategic guidance.

## **The Neshamah Project**

Robert's work and values have long been influenced by his Jewish identity, his family's history, and his parents' belief that Jewish life must remain active and relevant across generations. He often reflects on how Jewish communities have persisted despite antisemitism, not only through strength and resilience but also through the ability to remain meaningful and connected as the world changes. He believes this responsibility extends into the digital era, especially as many younger Jews feel distanced from traditional institutional structures.

This belief forms the foundation of Neshamah. The platform was designed as the first comprehensive digital ecosystem for Jewish life, giving individuals and organizations a space to learn, explore, and participate. Neshamah aims to make Jewish content accessible regardless of location, denomination, or level of affiliation. Its purpose is to support a shift from isolated programs toward shared digital networks and from reactive approaches to long-term planning. The platform values a networked model in which technology and tradition reinforce each other, enhancing identity and belonging. For him, Neshamah provides tools that help Jewish life grow and adapt, much as his parents worked to strengthen the communities around them.

## **Personal Life**

He has been married for 48 years. He and his wife have four children and 13 grandchildren—7 boys and 6 girls. His interests include skiing, hiking, and traveling. He enjoys learning about the culture, traditions, and landscapes of the many places he visits.

Robert Kasirer continues to carry forward the lessons and purpose shaped by his family's history, guiding his work, philanthropy, and commitment to community life.