



## Sheryl Sandberg Says BBYO Helped Develop Her Jewish Identity

**While speaking via video at the Jewish teen leadership event, the 'Lean In' author and COO of Facebook said her experiences with the organization brought her closer to Judaism**

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**Published:** February 19th, 2014 in [Business](#) » [World](#)



[BBYO](#) is the 'leading pluralistic teen movement' aiming to connect Jewish teenagers to their heritage via meaningful and productive Jewish experiences.

For the past 90 years, the event has provided identity-building experiences for hundreds of thousands of Jewish teens, developing their relationship to the state of Israel, and also, to their roots as Jewish people.

One of those inspired by the BBYO movement is Sheryl Sandberg, the current Chief Operating Officer of Facebook and author of the popular novel *Lean In*, which looks to empower women in the workplace and beyond.

Naturally, when Sandberg was requested to speak at this year's event, taking place in Dallas, Texas, she gladly gave an inspiring lecture via video to those Jewish teens in attendance looking to establish a closer relationship to Judaism.

Sandberg said her own experience with BBYO was significant to her personal and professional life, but, most importantly, helped her “stay close to the Jewish identity as a Jewish women,” which is what “really mattered.”

She also recommended to the participants to use her novel as a tool of empowerment.

Over 2,000 teen leaders from across the United States, Canada and abroad were present at the Dallas event to hear Sandberg speak via video message; other important speakers that were virtually present include Israeli Prime Minister Benjamin Netanyahu, and also Natan Sharansky, chairman of the Jewish Agency.