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June 2, 2021

Sundar Pichai, CEO
Alphabet Inc. and Google LLC
via electronic mail

Dear Mr. Pichai,

Coalition for Jewish Values (CJV) has learned that Google's Global Lead for Diversity Strategy and Research, Kamau Bobb, retains a blog post on his personal website entitled "If I Were A Jew." CJV—the largest rabbinic public policy organization in America, representing over 1500 rabbis—has reviewed that article, and finds it deeply disturbing on a number of levels. It is clear that Mr. Bobb is utterly unqualified to serve in an executive corporate leadership role, let alone implement a "diversity strategy" for Google's diverse clientele.

Begin with his first words: "If I were a Jew today, my sensibilities would be tormented." Mr. Bobb opens by trafficking in a longstanding, bigoted stereotype, presuming that an entire ethnicity, nation, or religion has a collective, uniform conscience. He audaciously believes he knows how a whole minority group ought to think.

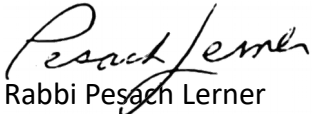
Clearly, one could not replace "Jew" in that prejudiced polemic with a another ethnicity or racial or religious group without causing offense. Indeed, imagine replacing "Jew" with "Muslim," and implying that all Muslims are responsible for the actions of Hamas, the genocidal terror organization that rules the Gaza Strip. It is just as indecent and unacceptable here.

Beyond that, Mr. Bobb's assertions that Jews innately possess an "insatiable appetite for vengeful violence," "insatiable appetite for war and killing," and possess "increasing insensitivity to the suffering others" are viciously antisemitic—they are the direct and sinister descendants of the blood libel and myths of well poisoning during the Black Plague. Needless to say, the detachment from reality could also hardly be more severe: Israel is exceedingly humane, treating family members of Hamas and Fatah leaders in its hospitals.

Mr. Bobb has attempted to strategically locate his post in the "hidden blogs" section of his personal website, concealing it from the average visitor. But it is easily found through a Google search, so he did not truly hide it. Moreover, there is no disclaimer, denunciation, or any other sign of regret or remorse. Rather, the post is simply "hidden" because he knows that others, those possessing genuine tolerance and decency, will find his views repugnant. One can only conclude that he hopes to share his ugly screed with others who share his outlook.

CJV trusts that you find Mr. Bobb's views no more acceptable than we do. Further, our organization believes that you will do the right thing by immediately replacing Mr. Bobb with an individual qualified for the position he currently holds.

Yours Sincerely,

A handwritten signature in black ink that reads "Pesach Lerner". The signature is written in a cursive style with a large initial "P" and a long, sweeping underline.

Rabbi Pesach Lerner
President