

SESAME WORKSHOP

Shari Rosenfeld

Senior Vice President, International Social Impact
Sesame Workshop

Shari Rosenfeld oversees educational initiatives that help young children, especially those from disadvantaged backgrounds, grow smarter, stronger, and kinder. She is responsible for Sesame's portfolio in South Asia and Sub-Saharan Africa, including India, Bangladesh, Afghanistan, and South Africa.

Delivering proven educational content to homes, community centers, and schools through the media of television, radio, digital, and print, Rosenfeld's team produces diverse initiatives focused on water quality, sanitation, and hygiene (WASH); girls' education and gender equity; and helping children and families displaced by conflict. Rosenfeld launched Sesame Workshop's first subsidiary office in India, of which she is a founding trustee. She helped develop groundbreaking programs promoting mutual respect and understanding in Israel, Jordan, Palestine, Kosovo and Northern Ireland.

Rosenfeld joined Sesame Workshop in 1990. She holds a B.A. in political science from Tufts University and an M.B.A. from Yale University. She resides in New York City with her husband, four children, and two dogs.

