



S2PS

Isaiah 2:4

"He will judge between the nations and will settle disputes for many peoples.
They will beat their swords into plowshares and their spears into pruning
hooks. Nation will not take up sword against nation, nor will they train for war
anymore."





Who Are We?

Swords Into Plowshares and S2PS Global work to build bridges of economic development and strategic partnership between Israel and the nations, advancing both trade and commerce and strengthening relational equity between Christians and Jews.

We partner with leaders in business, government, and faith to create high-value commercial opportunities that benefit both Israel and its global allies. Our mission is rooted in the biblical principle that those who bless Israel will be blessed—and we believe that when both sides engage with integrity, mutual prosperity follows. Through our network and expertise, we help launch economic councils in key cities worldwide to simplify trade with Israel, reduce friction, and increase the probability of success.

Our Senior Partners



Frank Pesce



(CEO)

Frank, a seasoned CEO and strategic leader, drives initiatives that connect the global community, evangelicals, and Israel. With expertise in business, strategy, and leadership, he navigates complex projects to advance the mission. Focused on collaboration and impact, he builds partnerships that promote a biblical worldview on Israel. Committed to faith and service, he creates opportunities for cooperation, mutual respect, and a deeper understanding of Israel's role in the biblical and global landscape.



Alexander Blair



(COO)

Alexander is the Operations Officer of S2PS. He has developed a unique toolbox of Communications & Marketing, Biblical Studies, Networking, and Organizational Development. He is engaged in a Bachelor of Science in Bible at Liberty University. With a passion for Israel, Alexander has works in various capacities within the Evangelical church in pastoral and communications roles.



Nitzan Meir



(Sr. Partner)

Nitzan Emil Meir is the Founder of M.N. Target Consultants Ministry of Government Relations. He is the Former Senior Advisor to the Minister of Agriculture and Minister of Negev and Galilee Affairs. He is an expert advisor to Knesset members on settlement and rural issues. He has been working in various capacities in this environment for over 20 years.



Dr. Daniel Lucero,
PHD



(Sr. Partner)

Daniel Lucero, PHD leads and sits on the Boards of numerous and significant Evangelical Organizations In France and Globally. He is President of a Church movement in France and sits on the Board of the French Protestant Federation, it's' Ecumenical Commission and is Vice-President of the Evangelical Commission. He has at times overseen upwards of 15,000 Evangelical Christian Churches in Africa and continues to mentor numerous national leaders on this Continent and in the Caribbean and South Pacific. Additionally Daniel has an earned PHD in Environmental and Agricultural Science from the University of Lorraine in France and has a MBA from Hult International Business school in London. He is our lead advisor for French and European engagement.



Jonathan Goldstein



(Sr. Partner)

Jonathan C. Goldstein is a corporate attorney specializing in investment advisory, hedge fund formation, and construction law. He advises investment firms, independent directors, and property developers on compliance, governance, and contract matters. Coming from a family of doctors and lawyers, he is deeply connected to his Jewish heritage and passionate about Israel. He spends time at the Ohel with Chabad and recently supported his father's Republican congressional campaign in Connecticut. Admitted in New York and Connecticut, he combines legal expertise with hands-on business experience in property management and construction.



Events

Our expert team produces high-impact events with global reach. In 2024, we hosted a major Times Square event with world leaders, hosting over 600 attendees, with 33 nations represented, and a team of 50 volunteers. Our team worked in every area of planning for the event including Venue, Budget, Contracts, Registrations, Security, VIP experience, F&B, Transportation, Volunteers, Run-of-Show, Media and beyond. Our two-month marketing campaign reached thousand of viewers—showcasing our ability to execute from strategy to impact.

Services





Marketing

Our team of world-class marketing professionals specializes in amplifying your message and maximizing your visibility. We work with you to craft targeted strategies to ensure your projects reach the right audience—at scale and with impact!

Services





Communications

At our core, we are a communications company, specializing in both digital and in-person strategies that amplify the voices of individuals, organizations, and nations—bringing back a personal, human touch to every connection.

Services





Strategic Consultancy

Our team of world-class marketing professionals specializes in amplifying your message and maximizing your visibility. We work with you to craft targeted strategies to ensure your projects reach the right audience—at scale and with impact!

Services



Councils for Economic Development

Our team establishes Councils for Economic Development in cities around the world to strengthen both Christian and Jewish entrepreneurs, helping them operate at the highest level and expand into new markets. These councils serve as local masterminds—activating untapped resources, networks, and business expertise to build strategic, values-driven partnerships. By supporting ventures that align with biblical principles, we create sustainable economic opportunities that bring measurable benefit to both Israel and the global Christian business community—advancing prosperity, collaboration, and shared purpose.

The Problem

Many **evangelical** and faith-based communities—especially in the West—have developed an aversion to commerce, **distancing themselves** from the marketplace. This mindset has limited economic collaboration between two ideal trading partners: **Christians and Jews.**

600 million +
Evangelical's Worldwide

20%
Is the average of how many of these
600 million are involved in
International Trade and
partnerments
(that's 120 million!!!)

The Opportunity

Israel offers world-class solutions across key sectors: **technology, food tech, agriculture, security, medical, construction, professional services, and global trade.** Meanwhile, the global community of 600 million evangelicals is increasingly ready to engage in values-aligned commerce.

Our Role

We build the bridge between Israel and the global evangelical market—connecting trusted partners, unlocking high-impact opportunities, and activating purpose-driven trade at a global scale.



Why Business?



God's covenant with Abraham was demonstrated when God passed between divided animals to signify His promise and swear by His own self (Genesis 15:9–17). This practice underscores the seriousness of covenants, much like the weight of contractual obligations in business. The Ten Commandments were written on stone tablets, and the body of Biblical law was written upon stone pillars as Israel entered into the land.

In Genesis 23:16–20, Abraham purchased the cave of Machpelah in Hebron in what is one of the earliest recorded property transactions. This purchase was not merely a casual arrangement but an act of legal standing. It has become one of the strongest written records that establishes the Jewish claim to the Land of Israel.



A Different Approach

Most ministry non-profits operate like army units—large, generalized, and focused on broad programming. **At S2PS, our approach is different.** We operate like a special unit: highly strategic, network-driven, and focused on precision impact. Rather than spreading ourselves thin, we invest deeply in relationships—with churches, non-profits, businesses, and influencers—building trust and alignment before action. Through our for-profit arm, we're able to structure commission-style partnerships and bring real economic solutions into faith-centered missions. We're not here to compete with ministries—we're here to amplify them. If your organization is called to meaningful impact and strategic collaboration, **we invite you to link arms with us.**

Thank You,

We're advancing trusted partnerships
between Israel and the Nations -
through commerce, shared values, and
strategic action.

To support our work visit:
[**www.s2ps.org/give**](http://www.s2ps.org/give)

Interested in working with us?
[**inquiries@s2ps.org**](mailto:inquiries@s2ps.org)