Educated in London, a Sociology graduate of Bedford College, John spent nearly a year as a social worker in South London, before joining the Zionist Federation, in 1970.

John is the Executive Director of The Academic Study Group on Israel and the Middle East, and the Friends of Israel Educational Foundation. Both are entirely administered and funded by British well-wishers.

Friends of Israel Educational Foundation was established in 1976; the Academic Study Group in 1978. These educational Trusts seek to promote an informed and analytic understanding of Israel and the Middle East; and forge closer collaborative ties between academics and other experts in the UK and their professional counterparts in Israel.

Until April 2013 John was co-ordinator of the Society for the Protection of Nature in Israel. He remains a Trustee of the charity.

John is the Jewish co-Chair of the Indian / Jewish Association.

At Quito Nature Reserve, Ecuador