Joseph Shulam was born in Sofia, Bulgaria in 1946 and immigrated to Israel with his family in 1948 just before the establishment of the State. He grew up in Jerusalem where he was introduced to the New Testament in high school. Joseph immediately identified with Yeshua, which eventually led him to faith in the Messiah. As a result, he was rejected by his family and traveled to the United States to finish high school in Georgia. He returned to Jerusalem and studied Biblical Archaeology and Bible at Hebrew University. He returned to the U.S. to study New Testament and Chemistry at David Lipscomb University in Nashville, Tennessee, where he met his wife Marcia. They have two children and two grandchildren.

In 1969 they started a congregation in Tel-Aviv. In 1972 Joseph began 3 years of rabbinical college studies, followed by more graduate study at Hebrew University. In 1981 he established the Netivyah Bible Instruction Ministry and in 1982 purchased a building on Narkis Street, the first for a Messianic Jewish congregation in Jerusalem. This building was renovated and expanded with support from around the world. It was dedicated in March 2015.

Joseph has lectured extensively around the world and has encouraged disciples in most European countries, as well as Finland, Bulgaria, Russia, Brazil, China, Egypt, Japan, Korea, Cyprus, Greece, and Israel, of course.

Joseph has written and partnered in writing several books, including commentaries on Romans, Acts and Galatians. He also authored Hidden Treasures: The First Century Jewish Way of Understanding the Scriptures; Planted in the House of the Lord: God, Israel, and the Church; Starting a Messianic Jewish Yeshiva and Speak Tenderly to Jerusalem.