



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Adema to lead Finance & Operations at Launch New York

Upstate New York, November 6, 2014 – Alex Adema has been appointed Director, Finance & Operations at Launch New York. In this role he will provide overall operational support for the organization while coordinating the Entrepreneur-in-Residence (EIR) Program.

The EIR Program, one of the cornerstones of Launch NY's mission profile, matches seasoned entrepreneurs with local start-ups and provides them business coaching, mentoring, training, networking opportunities, and improved access to funding resources. Adema will work closely with Launch NY's Entrepreneurs-in-Residence across the 27 counties of Upstate New York. To date EIRs based in Buffalo, Ithaca, Rochester and Syracuse have worked with more than 200 new businesses.

Adema brings more than 15 years of program operations experience and leadership to Launch NY. His entrepreneurial record as a co-founder of two successful non-profit organizations plus his deep background in financial analysis, product development and business planning align very well with the needs of the organization. He was most recently with the Restoration Church and M&T Bank.

His degrees include a Bachelors in Economics from Colorado College and an MBA from the University at Buffalo. Adema is also a member of the Leadership Buffalo Class of 2014 and is a current board member of the Restoration Church. He is a mentor for both the Leadership Buffalo Youth Program and H.I.S. Bridgebuilders and is a former board member of the Lancaster Family YMCA.

About Launch New York

The mission of Launch New York, Inc. (Launch NY) is to identify, support and invest in high-growth, high-impact companies and catalyze the entrepreneurial culture in the 27 counties comprising Upstate New York. Launch NY is a 501(c)(3) non-profit venture development organization that promotes economic development activities and uses best-practices, proven activities of experienced business mentoring, and seed capital investing in order to create venture capital-ready (deal-ready) companies which have the promise to create significant economic wealth and jobs for our region. (For more information, see www.launchny.org)

Launch NY was formed as a result of a collaboration between stakeholders and regional economic development leaders in Upstate New York to create successful, sustainable strategies that would foster entrepreneurial success across the entire 27-county area and break down silos between organizations and cities. Launch NY was created to implement the resulting *Upstate New York Regional Entrepreneurship Action Plan (REAP)*

Launch NY is headquartered in Buffalo and has regional offices in Ithaca, Rochester and Syracuse.