



Accelerating entrepreneurial success.

**FOR IMMEDIATE RELEASE**  
Dr. Marnie LaVigne, President & CEO  
(716) 881-7576  
[mlavigne@launchny.org](mailto:mlavigne@launchny.org)

## **Phillips Lytle Partner, Jennifer A. Beckage, Joins Launch NY Board of Directors**

*Upstate, New York – January 3, 2018* – Launch New York, the first and only venture development organization (VDO) focused on making the 27 counties of Upstate New York a thriving hub of innovative start-up business activity, appointed Jennifer A. Beckage, Partner with Phillips Lytle LLP, to its Board of Directors.

Before beginning her legal career, Ms. Beckage was an owner of a technology company. She successfully helped lead the company through an acquisition to a publicly traded company, in which she was retained in a management role overseeing operations of an e-services line of products in 11 states. She utilizes this business background to provide important insight in representing her clients.

“Jennifer’s unique blend of entrepreneurial experience coupled with her law practice make her a great fit for Launch NY,” said Marnie LaVigne, PhD, president and CEO of Launch NY. “Her appreciation of challenges faced by new ventures combined with a keen sense of evolving business environment demands will provide invaluable guidance as Launch NY builds on its track record of mentoring over 700 high-growth startups and introducing the most active seed in Upstate NY.”

Ms. Beckage has assisted companies ranging from startups to prominent clients in the technology, manufacturing, food, education, banking and finance industries with litigation, business disputes, risk mitigation efforts and regulatory matters. Additionally, as the firm’s Data Security & Privacy Team Leader, Ms. Beckage leverages her technology background in responding to data breaches and cyberattacks, and advises clients about data security and privacy issues to matters concerning cloud storage, open source software, e-commerce, artificial intelligence (AI), big data, computer forensics and social media.

“Launch NY is truly making a difference for entrepreneurs across the state,” said Ms. Beckage. “I look forward to guiding Launch NY in their work with these companies as they continue to grow and develop their businesses.”

-more-

A *Business First of Buffalo* 40 Under 40 honoree, Beckage currently serves on the Advisory Board for Buffalo Institute for Genomics and Data Analytics and the National Advisory Board for SUNY Buffalo Law School Advocacy Institute. She is also a Wish Granter and Volunteer for Make-A-Wish Foundation.

Ms. Beckage earned her B.S. from State University of New York at Buffalo and her J.D., *magna cum laude*, from State University of New York at Buffalo Law School.

###

**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 the western half of Upstate NY. Launch NY is a 501(c)(3) non-profit venture development organization that promotes economic development through best practices, proven activities of experienced business mentoring, and seed capital investing in order to create investment-ready companies which have the promise to create significant economic impact and jobs for our region.

Launch NY uniquely fills the gap in connecting all of Upstate's entrepreneurship education and programs to a pathway to success via unique proof-of-concept capital and high-quality mentoring support through eighteen experienced local entrepreneurs-in-residence and a national mentor network of 2000 industry, business, and investment experts. Launch NY was formed as a result of a collaboration between private and public stakeholders in Upstate New York to create successful, sustainable strategies that would foster a robust self-sustaining entrepreneurial ecosystem built on regional collaboration. Launch NY is headquartered in Buffalo and has regional co-location with partner organizations in Binghamton, Ithaca, Rochester and Syracuse. It has served more than 730 companies comprising more than 2,400 jobs since starting operations in 2012. For more information, see [www.launchny.org](http://www.launchny.org).