

FOR IMMEDIATE RELEASE
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Launch NY Adds President & CEO of Aspera Mel Passarelli to Board of Directors
WNY expat, UB alum brings 30+ years' experience in leadership building tech companies

Buffalo, N.Y. May 2, 2019 – Launch New York (Launch NY), Upstate New York’s first and only venture development organization to provide pro bono mentoring and capital access to high-growth potential startup businesses across the 27 westernmost counties of the state, has added another national-level Director to its Board with the appointment of Mel Passarelli, Esq., President & CEO of [Aspera](#), a Boston, Ma.-based software asset management company. Passarelli is formerly from Buffalo and a University at Buffalo graduate, where he earned his Bachelor’s Degree in Political Science and Economics and MBA in Finance and Marketing. He also holds a Juris Doctorate from Suffolk University Law School. He serves as a board member for several for profit and nonprofit organizations, including the American Heart Association, providing advice and counsel for successful growth.

“Mel’s experience in building incredibly successful tech companies will be invaluable as we continue to enhance our mentorship and seed funding programs,” said Marnie LaVigne, President and CEO of Launch NY. “And even though New England can claim him as a resident, he has stayed very engaged Western New York both professionally and personally. We are honored he has chosen Launch NY as an outlet for his entrepreneurial spirit and expertise.”

Passarelli most recently served as Executive Vice President and General Manager at [Attunity](#), leading the successful turnaround and growth of the data integration and management software provider from an early-stage software asset management company to a NASDAQ listed corporation, which led to an announcement of a \$560 million dollar acquisition by Qlik, a leader in data analytics in February 2019. He also spent over 13 years helping to build Intergraph Corporation (now known as [Hexagon PPM](#)) into a Fortune 500 company.

“Being a Buffalo native, I am passionate about the revival of this community through entrepreneurship,” said Mel Passarelli, President and CEO of Aspera. “I am eager to bring my lessons learned to bear in Western New York, and Launch NY’s work in providing business support and access to seed capital is a perfect conduit for giving back to a place that’s very special to me.”

In addition to Launch NY, Passarelli’s WNY ties include judging the annual Henry A. Panasci Technology Entrepreneurship Competition at UB. He also serves on the Board for the American Heart Association and American Stroke Association in Boston.

For more information about Launch NY and its programs, visit www.launchny.org, and follow Launch NY on its [Facebook](#), [Twitter](#), and [LinkedIn](#) pages.

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About Launch New York:

The mission of Launch New York, Inc. (Launch NY), the only U.S. Treasury-designated Community Development Financial Institution (CDFI) directly funding businesses in New York State, 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 New York. Launch NY is a 501(c)(3) non-profit venture development organization that promotes economic development through best practices, including business mentoring and access to its “invest local” financing, including the most active seed fund in the state and one of the most active in the country in order to create investment-ready companies which have the promise to create significant economic impact and jobs in the region.

Launch NY uniquely fills the gap in connecting Upstate New York’s entrepreneurship resources to a pathway to success via unique proof-of-concept capital and high-quality pro bono mentoring support through 24 experienced local entrepreneurs-in-residence and its National Mentor Network of 2,000 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 long term strategies that foster a robust, self-sustaining entrepreneurial ecosystem built on regional collaboration. Launch NY is headquartered in Buffalo and has regional co-locations with partner organizations in Binghamton, Ithaca, Rochester, and Syracuse. It has served over 900 companies comprising more than 3,300 jobs, attracting over \$400 million in co investment and follow-on capital and generating more than \$80 million in revenues.

For more information about Launch NY and its Portfolio Companies, its programs and other entrepreneurial opportunities, visit www.launchny.org, and follow Launch NY on its [Facebook](#), [Twitter](#) and [LinkedIn](#) pages.