



PRESS RELEASE: Allied For Startups Welcomes Serena Borbotti-Frison as New Director-General

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[Brussels, 10 July 2024 – contact Natalia Oledzka, natalia@alliedforstartups.org] Allied for Startups is pleased to announce the appointment of [Serena Borbotti-Frison](#) as its new Director-General, effective 1 July 2024. In her new role, Serena will lead the organisation in its mission to advocate for policies that support startups and entrepreneurs globally.

*"I am excited to join Allied for Startups and to leverage my experience to champion policies that foster innovation and support startups and scale-ups," says **Serena Borbotti-Frison**. "Entrepreneurs are catalysts for positive change both at local and global scales and I am excited to collaborate with stakeholders to create an enabling environment for their growth."*

For nearly five years, Serena served as Deputy-CEO and CEO of [Tous Politiques!](#), an association dedicated to supporting and accompanying the political commitment of citizens, activists and progressive elected officials in France. Under her leadership, Tous Politiques! thrived in its mission to foster political engagement and drive social change at local and national scales. Moreover, her academic background in philosophy (ENS 2012) and entrepreneurship (ESSEC 2018) has shaped her approach to fostering innovation and economic progress.

*"We are thrilled to welcome Serena Borbotti-Frison as our new Director-General," says **Michael McGeary**, outgoing CEO of Allied for Startups. "Her wealth of professional experience, combined with deep understanding of entrepreneurship dynamics and the intersection of business and politics, makes her the ideal leader for our organisation. We are confident that her strategic vision will advance our mission and drive impactful change for startups globally."*

Allied for Startups is a worldwide network of over 40 advocacy organisations focused on improving the policy environment for startups. Our mission is to ensure that the voices of startups are heard in governments. For more information on Allied for Startups, including a full list of our network, visit the website at www.alliedforstartups.org.