



# PRESS RELEASE

## scenyc, the digital workflow company™, names new Director of Finance and new Treasurer

*2014-09-10, Tuesday - USA: The Bronx, New York*

Following the launch of NYCNAK.com, the first entirely custom built ecommerce website made in The Bronx, Andrew Kingsley joins the company as Director of Finance. Chanez Baali becomes Treasurer.

Kingsley believes “The Bronx is primed for digital transformation – an astronomical opportunity – that needs to be capitalized on right now. In my mind, scenyc is the firm optimally suited and positioned to do so.”

Andrew comes to scenyc from microfinance organization The Concourse Group, which he founded and served as CEO since 2012.

During his tenure at Concourse, he made his mark within the Bronx community as Vice-Chairman of the Board at Bethex Federal Credit Union, and contributed to public policy with The Roosevelt Institute Campus Network and Opportunity Nation. He holds a degree in Finance and Economics from Fordham University.

Kingsley’s duties include spearheading the company’s financial development strategy, collaborating on business development, and providing management consulting to Bronx-based businesses.

Chanez Baali cumulates the responsibilities of corporate Treasurer and Director of Community.

Philip M Shearer, Founder and Director, states “Chanez’s strategy of community engagement locally on the ground has been enormously successful over the past couple of years – it’s now a top priority for us.”

“Andrew is one of the most motivated people i’ve ever met. His financial acumen is critical at a time when scenyc is faced with such large market opportunities, so we’re very pleased by the natural outcome of him joining the team.”

Thank you.

For further information, contact **Chanez Baali** at +1-718-401-1301  
or e-mail [chanez\\_baali@sputnyc.com](mailto:chanez_baali@sputnyc.com)

PRODUCED BY SPUTNYC ~~ [sputnyc.com](http://sputnyc.com)  
208 rider avenue bronx, ny 10451 usa

[press@sputnyc.com](mailto:press@sputnyc.com)  
land +1-718-401-1301  
land +1-212-860-7081  
fax +1-718-401-1302