Startupbootcamp Amsterdam appoints Mercedes de Miranda as Director of Business Development to Launch New Digital Propositions

**Amsterdam, 7 Sept-2020** - [Startupbootcamp](https://www.startupbootcamp.org/) is pleased to announce the appointment of [Mercedes de Miranda](https://www.linkedin.com/in/mercedes-de-miranda-1464634/) as Director of Business Development for the new innovative business propositions the company has developed. Mercedes brings in a wealth of knowledge and experience in entrepreneurship, corporate innovation, new business development, and business mentorship on an international scale. She previously worked among others in similar roles at McKinsey, Endemol, and THNK School of Creative Leadership.

*“Digital transformation is accelerating at an unprecedented speed. To sustain and grow businesses, we support companies in understanding how to rapidly build a (digital first) company and foster entrepreneurship. These current times bring opportunities to those companies who see them and invest in them. We need innovation and entrepreneurship to get out of an economic crisis. To help solve problems in an entrepreneurial way, our digital-first product team has digitized our service offerings. These fully-digital services are now available for startups, scaleups, corporates, and government organizations on a global scale. As such, we can help local governments with their local ecosystem development and corporations develop entrepreneurial and digital skills’’,* **says** [**Patrick de Zeeuw**](https://www.linkedin.com/in/patrickdezeeuw/)**, Startupbootcamp’s Co-founder and CEO, who worked with Mercedes at Endemol Digital at the end of the ‘90s.**

*“Mercedes’ experience in bringing new opportunities to the market is therefore very relevant for Startupbootcamp in this phase. She will focus on building out our digital offering to ensure opportunities, challenges, and pain points are being met across the various clients and industries that we work with”,* **Patrick de Zeeuw added.**

*“I am very excited to be joining Startupbootcamp Amsterdam in its next phase of growth across its digital offering and new propositions. The company has such strong practical experience and know-how to empower entrepreneurs from accelerating the 1000+ startups and scaleups in its portfolio. It is a special time to start in this position, and I look forward to reaching out to our clients and exploring how entrepreneurship and innovation can help them overcome their current challenges and accelerate their growth’’,* **Mercedes de Miranda commented.**

**Reach out to** [**Mercedes**](mailto:mercedes.demiranda@startupbootcamp.org) **if you wish to explore how Startupbootcamp’s entrepreneurial and fully-digital service offering can help your organisation grow.**