



February 10, 2020

SenaHill Expands into APAC and Names Frank Troise as Regional CEO

Firm to focus on APAC's digibanks efforts and partnering with leading Western FinTech firms

Singapore-New York (Monday, February 10, 2020) – [SenaHill Partners, LP](#) ("SenaHill"), one of the United States' leading FinTech-focused merchant banks, is announcing the opening of an office in Singapore and has named Frank Troise as the Regional Chief Executive Officer.

SenaHill, a New York-based firm with over 150 years of collective operating and investment banking experience in the FinTech arena, has a blue-chip list of financial institutions and leading technology firms as clients. The firm is looking forward to extending its capabilities and growing its relationships throughout the APAC region with the additions of Troise and the new Singapore office. As Regional CEO, Troise will further his cross-border investment banking efforts toward digital inclusion, with a continued focus on bringing American companies to APAC. Troise had previously been in discussions to be the US Ambassador to Singapore.

Troise brings to SenaHill his deep relationships with the US Departments of State, Treasury, Commerce and Defense. The firm is also planning to expand on Troise's efforts with the US International Development Finance Corporation (DFC, previously "OPIC") and the Export Import Bank, with a focus on technology and infrastructure investments in APAC.

Justin Brownhill, Managing Partner at SenaHill Partners, LP said, "Frank's deep relationships in Washington DC, Silicon Valley and APAC, in both the public and private sectors across technology and finance make this a great fit for our firm. He has a tremendous rolodex of relationships across Asia that can leverage SenaHill's deep domain expertise and success as a FinTech merchant banking firm."

Gregg Sharenow, CFO and Partner at SenaHill Partners, LP said, "Our US clients are excited to see a very clear path into the South East Asian markets alongside both public and private investment. This institutional co-investment will be crucial to support the competitiveness of American and Western firms as they enter those markets."

Frank T. Troise, the Regional CEO of SenaHill APAC said, "I am thrilled to help lead SenaHill's APAC efforts and continue my focus in digital inclusion and digibanking which will be the focus of growth for the global economy. SenaHill's deep roots in FinTech go to the core value proposition for the region. The use cases in finance, healthcare and education remain staggering."

Troise will be based in SenaHill's Singapore office and shuttle between there, New York City, Washington DC, and Silicon Valley in the United States. SenaHill will be well positioned in APAC, as the Monetary Authority of Singapore (MAS)' recent digibank licensing efforts look to become the template for the region.

“MAS, Singapore’s regulator, has created an extraordinary environment of innovation and entrepreneurship in APAC. The framework developed here will be the template utilized worldwide. It’s an honour and privilege to be here at the beginning of it all and continue to support the ecosystem,” said Troise.

Client & Partner Quotes

Paolo Montessori, CEO of LenddoEFL, said, “As one of the US’ leading Fintech investment banks, SenaHill is well placed for the wave of innovation occurring in APAC. My team and I have had the opportunity to work with SenaHill in the past and look forward to continuing that work with Frank and his Singapore team.”

Ian Chapman-Banks, CEO of SQREEM, said, “As a Singapore-based AI company that has had great success in Asia and the USA, we look forward to partnering with SenaHill to bring the promise of AI to an even wider audience. Frank’s background in APAC and Washington, coupled with SenaHill’s deep FinTech investment banking practice will decidedly have a positive impact on the region.”

Charlie O’Flaherty, Partner at Crossbridge, said: “As one of the regions’s market leaders for digital wealth we are excited to see one of the US’ leading investment banks come to APAC, in particular Singapore. We have recently opened an office in the USA and look forward to working with Frank and his team at SenaHill.”

Charles Green, CEO of The RFI Group, said: “We have known and worked with Frank for several years and look forward to our continued collaboration with him and SenaHill. As a global data and research provider to the world’s leading traditional and digital banks, we see the extraordinary opportunity ahead for everyone.”

JB MacKenzie, SVP of TD Ameritrade, said: “TDA has always been an industry leader for innovation and sees APAC as crucial to our global growth. We look forward to our continued collaboration with Frank and his Singapore team.”

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About SenaHill Partners

SenaHill Partners is a merchant bank offering a full suite of investment, operating and advisory services to the Financial Technology sector. We combine proven domain and operational expertise with an unparalleled industry advisor network to deliver superior services that drive measurable results for our partner companies. Our powerful business model includes two primary and complementary offerings:

Principal Investing with the SenaHill Investment Group, LLC and Investment Banking with SenaHill Advisors, LLC. From inception and capital raising through scaling and growth to strategic exit, SenaHill bridges the gap between disruptive FinTech innovators and global financial institutions to bring a new level of efficiency, collaboration and success to the industry.