Serena Biella, an accomplished chemist and founding partner of GOLGI19 Srl, is based at the University of Milan. Specializing in physical chemistry and catalysis, she focuses on sustainable practices. Serena earned her Ph.D. in Industrial Chemistry, where she developed innovative catalytic systems. With significant academic and research experience, she has contributed extensively to studies on surface acidity and life cycle assessments of industrial processes. Fluent in both Italian and English, Serena is adept in project management and SimaPRO software. She holds an h-index of 21, reflecting her extensive publication record and international accolades, including an award at the GOLD 2003 congress in Vancouver. Serena is dedicated to advancing chemical education and sustainable practices at Milan University and Politecnico di Milano.