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RIDECELL ADDS TWO SILICON VALLEY LEADERS TO GROWING EXECUTIVE TEAM

Mobility-as-a-service innovator strengthens its ability to meet rapidly evolving requirements for on-demand transportation

SAN FRANCISCO (DECEMBER 20, 2016) – [RideCell™, Inc.](#), which develops the leading white-label platform for new mobility services, today announced important additions to its executive team. Two veteran Silicon Valley executives—with leadership experience at Google, HP, Amazon, and other Fortune 500 ventures—have joined RideCell to head up the company’s engineering and HR organizations. Piras Thiyagarajan now serves as vice president of engineering, and Nancy Koshiyama serves as vice president of people & happiness.

Piras brings to RideCell deep experience as a global engineering team leader. He has built software development teams as coach, mentor, and manager in technology companies, such as Google, Amazon Lab126, and Sun Microsystems. Piras boasts a passion to challenge the status quo and used it to build groundbreaking consumer experience products. He has extensive engineering background in UX design, machine learning-based tools, and highly scalable multi-tenant systems. An innovator in his own right, he holds several patents for high-performance security and authentication technologies, as well as UX inventions. As VP of engineering, Piras is responsible for managing the entire technology development organization and for building processes across the RideCell software platform.

Nancy contributes more than 20 years of HR executive experience in high-growth companies—such as Compaq, Ariba, HP, TiVo, Marin Software, Nearmap, and ON24—with sizes ranging from 50 to 150,000 global employees. Her HR approach is to treat employees as her customers, a philosophy that has helped these companies scale from startup to IPO to worldwide expansion. As RideCell VP of people & happiness, Nancy is responsible for hiring, retaining, and developing global talent and for designing processes that make sense in a rapidly changing environment. A former therapist, she focuses on fostering a strong, agile culture, where employees enjoy contributing, collaborating, and producing excellent work.

"Piras and Nancy are critical additions to our team," said RideCell CEO and Founder Aarjav Trivedi. "I'm confident their expertise in product engineering and sustaining a strong company culture will contribute to the success of RideCell customers. And as demand for new mobility services and solutions continues to skyrocket, their leadership experience will help us scale our business just as quickly."

Today’s announcement bolsters the position of RideCell in the fast-changing mobility-as-a-service industry. The company’s multiservice platform enables automakers, corporate and university campuses, transit agencies, and other mobility companies to deliver their own branded services, providing on-demand transportation when and where it’s needed. With a strong executive team, RideCell can better help customers launch innovative services, grow their offerings, and leapfrog the competition.

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About RideCell

Headquartered in San Francisco, RideCell is on a mission to change the way people move from point A to point B. Our white-label, multiservice platform runs new mobility offerings, such as carsharing, ridesharing, car rental, and fixed route services. An intelligent services infrastructure accelerates time to market, enabling



RideCell customers to launch new mobility services in just a few months. Founded in 2009, RideCell has already processed 15 million rides and has a team of more than 50 professionals. The company now powers 15 customers including BMW, the UC Berkeley, UCSF, 3M, and SouthWest Transit.