

# Leadership Team

## Media Contact

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**Aarjav Trivedi**  
Founder and CEO

Aarjav founded Ridecell in 2009 and has led its growth from a demand-response service on a university campus to a worldwide platform that powers more than 15 million rides per year. He is responsible for setting the strategy across all areas of the company.



**ArunKumar Elangovan**  
Co-founder

Arun worked with Aarjav to launch the first Ridecell service, contributing his extensive experience building mobile applications, information security systems, and robotics systems. He is responsible for setting and managing the technical direction for the company's products.



**Shiva Kumar**  
EVP, Strategic Finance and Business Development

Shiva brings a unique blend of expertise in investing, capital raise, M&A, and product management in the technology space from companies like Jefferies, Deutsche Bank, BofA Merrill Lynch, and Intel. He has deep experience in the mobility technology market and is responsible for all business development and strategic finance at Ridecell.



**Daniel McGehee**  
Head of Sales - US & APAC

One of the early founding members of Ridecell, Daniel has been instrumental in building the company from the ground up. With a deep passion for mobility services, he is responsible for all sales initiative for Ridecell in the US and APAC regions.



**Fernando Ruarte**  
VP of Engineering

With over 20 years of experience building and managing global Engineering, Products and Operations for enterprise companies like Mode Media Corporation, Extended Systems, Inc, and Oracle Corporation, Fernando brings his passion for scaling platforms and technical leadership to the team.



**Mark Thomas**  
VP of Alliances and Marketing

Mark brings marketing excellence learned at Apple and Nokia with industry knowledge gained as the Head of Marketing for Cisco's Connected Car team. He is responsible for all marketing and alliances initiatives.



**Philippe Huysmans**  
VP of Growth

Responsible for all revenue and customer success activity, Philippe is a seasoned strategist and serial entrepreneur with a venture capital background and deep expertise in the technology sector. He's co-founded and managed multiple technology startups including Tapbuy, Flayr, and ScreenTonic and successfully seen the companies acquired by market leaders. Philippe has spent years as an EMEA Director in Paris, London and Seattle while at Microsoft.



**Samyak Pandya**  
VP of Business Operations and Finance

Samyak has over 12 years of experience across the technology, automotive, education, agriculture, and retail industries. He brings to Ridecell deep expertise in strategic planning, execution excellence, and multi-disciplinary team management.