



MOST INFLUENTIAL WOMEN IN MOBILITY

INTRODUCTION

LEADING THE FUTURE OF MOBILITY

After four years of celebrating women's outstanding achievements in mobility, Vulog's "Influential Women in Mobility" project continues to encourage women's empowerment and a shift towards greater gender parity among industry leadership.

The incredible women featured in this year's report come from all walks of life. The unique perspectives you will read in the following pages are based on a collection of diverse fields of expertise and backgrounds across mobility - from carsharing and ride-hailing to private industries and public/government organizations or academia - that shed tremendous light on societal, economic, and environmental impacts of mobility on both the individual and community. All of the women are inspirational in their own unique way and were nominated via an open nomination process made publicly available over the course of several months.

The women you're about to meet are instrumental in leading the mobility revolution: their contributions to the field are essential in ensuring that mobility becomes an accessible and sustainable alternative to traditional, less eco-friendly forms of transportation. With that being said, we are proud to introduce this year's Top Influential Women in Mobility!



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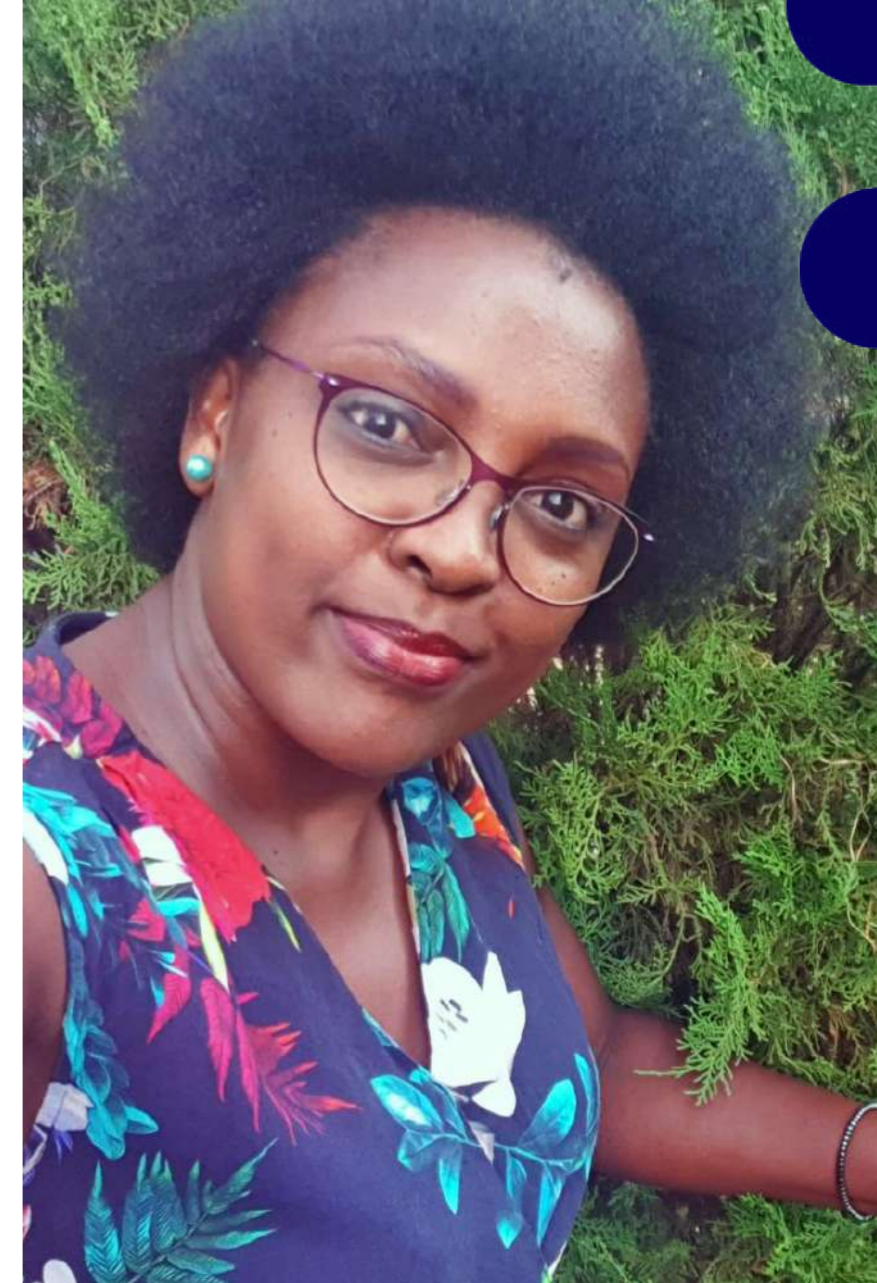
AMANDA NGABIRANO

Amanda Ngabirano is a renowned Ugandan urban planner and mobility pioneer. She is a strong advocate of bike use in urban areas, a passion that dates back to her university days when she picked up biking herself while studying Urban and Regional Planning and Development in Europe. This led her to focus her master's thesis on integrating bicycle transport in city planning and would eventually lead her to serve as Vice President of the World Cycling Alliance.

Following a decades-long career as a full-time lecturer at Makerere University, Amanda was recently appointed as the Chairperson of the National Physical Planning Board in Uganda. Be it in her professional or everyday life, Amanda is passionate about advancing sustainable transportation to improve people's lives, starting with her own hometown Kampala where she advocates for safe cycling infrastructure. There she initiated the first Non-Motorized Transport (NMT) Pilot corridor in Kampala which prioritizes walkways and cycling lanes, a project which the government of Uganda recently implemented.

GET INSPIRED

Amanda's perseverance is remarkable in her efforts to promote sustainable modes of transport in Uganda. She believes bicycle transport as a means of travel is key to making our cities greener and livable and argues women in Africa need greater mobility choices and overall more accessibility when it comes to transportation. Her ability to overcome personal challenges, jump through challenging bureaucratic hoops, and bring about change by implementing small changes, one step at a time, are a big testament to the ability of one person to make a tremendous difference.



Urban Planner with mobility specialty
and focus in Africa



AMITIS KHORSANDI

How did Evo Car Share turn into one of the fastest-growing carsharing services in North America? Just ask Amitis Khorsandi, founding member and Director of Evo Car Share at BCAA.

Amitis originally spent years as the Marketing lead, where she helped grow Evo to over 200,000 Members and win Best Car Share in Vancouver 6 years in a row. She is focused on the future of mobility and was heavily involved in the company's first steps towards growing a zero-emission fleet late last year.

With over 15 years of product innovation and brand leadership experience, Amitis has made her mark in the mobility world, where she not only solves problems but focuses on creating a community to promote carsharing as a sustainable and reliable means of travel in North America.

GET INSPIRED

The work Amitis does globally, focused on electrification, is crucial to making a positive impact on our planet. By reducing car ownership and offering more climate-friendly cars, Amitis is helping her company take necessary steps to support the global effort to get to zero emissions. What's more, through Evo's creative competition and strategic business partnerships, Amitis has contributed significantly towards building a solid and close-knit community for Evo and its users, a key to its inspiring success.



Director



ANNE EMIG

Helping make every day electric is Anne Emig, the Vice President, Business Operations at Revel. As part of operations, Anne oversees strategic initiatives for Revel's portfolio of 100% all electric products which includes rideshare, mopeds and charging superhubs. Previously Anne served as Head of Micromobility, where she was directly in charge of the Moped and e-Bike business lines.

Through her commitment to partnering with local communities to promote electric modes of transportation, Anne's work plays a significant role in disrupting the way New Yorkers view commuting and traveling through the bustling city. In fact, prior to joining Revel, Anne spent several years as senior leader on the Government Innovation Team at Bloomberg Philanthropies. There she was involved in various projects involving the implementation and scaling of innovative solutions to major urban challenges. Her combined professional experiences in both public and private-oriented domains make her well-versed in implementing sustainable mobility services that meet cities' and residents' needs alike.

GET INSPIRED

Anne's efforts have been vital in positioning Revel as a pioneer in green, electric mobility. Her experience in both supporting cities to achieve carbon-free futures and also partnering with them as an operator make her an excellent reference for scaling new mobility services in an efficient and sustainable way. This is evident in her numerous work accomplishments including the company's big New York launch last year. Revel introduced its ride-sharing service to eager New Yorkers with two unique selling points that makes it stand out from competitors: every car is a Tesla and all the drivers are official employees of the company. Talk about creating some major - electric - buzz in one of the world's busiest cities!



Vice President Business Operations



BLANCA LABORDE

Bringing climate-friendly electric mobility options to over 350 cities worldwide is Blanca Laborde, Director of Government Partnerships at Bird, one of the world's largest micro-electric mobility services. In her role she works hand in hand with cities, amplifying her passion for mobility and her motivation to help cities and their residents reduce car trips. She is a bonafide networker and has a special knack for collaborating with city and government officials to establish beneficial partnerships that both support cities goals and Bird's mission of providing sustainable and affordable transport to all.

Blanca's work is twofold - to increase the number of smaller electric vehicles and decrease car usage. Her efforts drive the micromobility revolution to continue speeding up as more and more individuals realize the actual benefits micromobility solutions have on our planet. Blanca also contributed towards Bird's massive milestone of joining the New York Stock Exchange, where tapping into the public market has further accelerated her and the team's mission.

GET INSPIRED

Blanca has been a driving force in supporting the Bird team to accelerate the global movement in micro-electric mobility. By establishing close partnerships with city and government officials, she has enabled Bird to reimagine space - more scooters on city streets mean fewer cars causing traffic and congestion. And with ten Bird vehicles replacing the equivalent of one vehicle, the sky is truly the limit in just how far Blanca can continue to bring about change to the mobility landscape and cities worldwide!



Director of Government Partnerships



CAROLINE SAMPONARO

Contributing towards Lyft's impressive micromobility growth across the United States and Canada is Caroline Samponaro, Vice President, Head of Transit & Micromobility Policy. With over 16 years of experience in the transport industry, Caroline has extensive experience leading partnerships with cities and establishing goals dedicated to bike and scooter shared mobility. She also was the leading lady behind launching Lyft's new bike, scooter, and pedestrian policy program in 2018, which is where the company started to diversify its services.

Caroline Samponaro has always been fascinated by how transportation can be a meeting point between cities, government, and social issues. Due to her keen interest and passion for transportation, she worked for 12 years as deputy director of Transportation Alternatives in New York City, leading campaigns to bring Vision Zero to the United States, establishing the country's largest bikeshare program, Citi Bike. What can't this woman do!

GET INSPIRED

Caroline has a distinguished history working for transport and mobility companies throughout her lifetime. She fought hard for protected bike lanes to transform the streets of New York and policy changes that could save lives, as she was devastated by the number of people being injured or killed due to the influx of cars on the roads. Seeing the success of Paris' bike share system ultimately inspired her to bring the same concept to New York City. After only a couple of years of planning, her structured and feasible plan came to life with the official launch of Citi Bike.



Vice President, Head of Transit & Micromobility Policy



DAMILOLA OLOKESUSI

Leading the way in Nigeria with her own scheduled ride-sharing platform, Shuttlers is Damilola Olokesusi. She is the founder and CEO of the tech start-up, which aims to redesign how professionals commute in Lagos by providing a convenient, safe and affordable scheduled ride-sharing service to and from work. She was named Forbes 30 under 30 in 2019 due to the growth of Shuttlers, led by an all-female founding team.

Damilola's upbringing and experiences have been pivotal for her success, where studying chemical engineering at university allowed her to dive into entrepreneurship. She fell in love with the concept of using technology to solve problems, which is why working in the tech and transportation space is the motivating factor behind Damilola's ability to develop new and innovative strategies to help people get around.

GET INSPIRED

In a country where less than 7% of CEOs are women and meeting diverse mobility needs remains a challenge (most mobility tech in Nigeria is centered around two-wheelers and car-hailing) Damilola is a shining example of how one woman can make a difference and disrupt the mobility status quo. In doing so, she is also addressing the issues of inefficient transportation costs and providing companies with better mobility options for their employees.



Cofounder & CEO



ELENA BEKHTINA

One of the world's largest carsharing markets can be found in Russia and the woman leading its top provider, Delimobil, is Chief Executive Officer and Director, Elena Bekhtina. Under her management, the company has seen much success. In fact, in the third quarter of 2021 alone, Delimobil reported an 89% jump in revenue to 3.9 billion roubles (\$53 million). Elena credits revenue and EBITDA growth to the company's expanded fleet of cars and increased revenue per vehicle - but credit is also due to the woman running the show herself!

Elena's hard work and dedication have undoubtedly contributed to Delimobil's success, where she continues to advocate carsharing as an efficient and pragmatic means of travel for Moscow residents. While the company hasn't released any official dates, we can't wait to see it go public in 2022.

GET INSPIRED

Elena has an impressive career history featuring a variety of strategic, executive-level positions: from Chief Marketing and Commercial Officer at Aizel.Ru to Brand Manager & Senior Associate at Procter & Gamble, and Chief Marketing Officer & Sales Director at Private Trade LLC. Her extensive professional experience demonstrates her ability to excel across various industries, while swiftly breaking through into a male-dominated market as a true leading lady of mobility.



CEO
делимобиль

GEORGIE SMALLWOOD

A strategic leader and a strong advocate for changing mobility for good is Chief Product Officer, Georgie Smallwood. With over 15 years of product and business experience, Georgie has helped transform Tier Mobility from a young start-up into a fully scalable global business operating in over 165 cities in 18 countries. Her responsibilities as CPO include overseeing the product, design, and research divisions in the company's effort to build some of the world's most sustainable urban mobility solutions.

Prior to joining Tier Mobility she was Chief Product Officer at one of the world's biggest fintech firms, N26. The Aussie native has also made her mark internationally, making it to the 'Excellence in Product' finals at the 2020 Digital Masters Awards.

GET INSPIRED

Her leadership skills, operational effectiveness and talent for scaling business make Georgie stand out from the C-level crowd. She has a remarkable track record across the tech product industry, but she goes one step further in her efforts to motivate fellow business women up and inspire them into more senior and leadership roles. Her passion to do so led to the founding of Auxilia (Latin for 'helping hand'), where she focuses on supporting female founders and co-founders who don't necessarily have access to secure funding. As Founder and Angel Investor, Georgie believes that women in the technology space need to help one another break through the glass ceiling.



Chief Product Officer

TIER

KARIMA DELLI

As the second-youngest member of the European Parliament upon her arrival in 2009, Karima Delli is a true force to be reckoned with. Today she sits as Chairperson of the Transport Committee in the EU Parliament where she fights to regulate transport's impact on the climate and reduce car pollution. She fully utilizes her position in power to make a difference and make her voice heard regarding looking after our planet starting with transportation and mobility. One popular initiative she spearheaded was reinstating night trains which are an environmentally friendly alternative to flying or driving and highly-anticipated among Europeans.

In addition to her main responsibilities surrounding transport, Karima is also a member of the European Parliament Intergroup on Extreme Poverty and Human Rights and the European Parliament Intergroup on LGBT Rights. Her passion and determination to bring change on a mass scale while helping underrepresented communities demonstrate the difference that one person can make for millions of people. Her vivacious tenacity is what has ultimately led her to conquer transport campaigns and many others. Plus, her quick wit and ability to work efficiently with peers from diverse political backgrounds to find mutually beneficial agreements has brought her much admiration among both colleagues and the public.

GET INSPIRED

Karima has seen her share of adversity. Born to immigrant parents as the ninth child in the family of 13, she has always strived to work for justice and equality for people of all backgrounds and walks of life. She sees improving transportation conditions and accessibility - those of which favor a healthier environment - as an important step in promoting inclusivity.



Chairperson of the Transport Committee



DR. KATHRIN RISOM

Leading strategic mobility projects at SIXT is Dr. Kathrin Risom. Kathrin has worked at SIXT, the world's fastest-growing car rental brand, for nearly four years during which time she has contributed to the company's tremendous digital transformation. In fact, in just five years the international mobility service provider has increased its brand value by 265%. Last year Kathrin was appointed Executive Director of SIXT Share, the company's carsharing division. Under her leadership, over 20 million customers benefit from a more sustainable and flexible mobility solution worldwide.

Before joining SIXT, Kathrin worked as a researcher and earned her Ph.D. Her doctoral thesis addresses new and shared mobility solutions and investigates how business models and products develop, affecting current consumer behavior and future consumer needs.

GET INSPIRED

Kathrin is committed to going above and beyond with the carsharing service SIXT Share by putting accessibility at the forefront and focusing on Munich's more remote suburbs. By doing this, she has proven that carsharing is possible outside of metropolitan areas. Kathrin's passion drives from offering easy and accessible alternatives to private cars to everyone, as she recognizes how important it is for us all to ditch the private vehicle to reduce our carbon footprint, move freely and live better. Who would have thought just one woman could create a close and inclusive community thanks to carsharing.



Executive Director Sixt Share



MANON PAGNIEZ

In just 3 years since the service's initial launch, Dott has become a leading micro-mobility player, with one of its senior leaders being Manon Pagniez. Her expertise in operations and management has helped the company grow across Europe at warp speed. In the early days at Dott, Manon started as Operations Manager in Lyon to establish the service in the city. After which, she helped expand services into more of France. Today as General Manager South of France, Manon manages not just matters regarding operations but also seeks opportunities for expansion and handles external relations across the south of the country, including Bordeaux, Lyon, Val Thorens, and Tignes. In addition, Manon launched Dott in Norway in September 2021.

Through her ambition and a continuous drive for learning and improving processes, Manon has witnessed spectacular growth across her various markets. In fact, she contributed to Dott's fleet growth of over 40,000 e-scooters and 10,000 e-bikes so far - a very impressive feat! Yet her talent lies beyond simply launching and running services: Manon has built important connections and strong relationships with both partners and city officials, which has helped make Dott a household name across Europe.

GET INSPIRED

When Dott first arrived in Lyon, the company was the city's latest entrant and smallest player among a long list of existing competitors. Coming in new to a competitive, saturated market and coming out on top is no easy task. Once Dott was selected as one of two operators in Lyon through a competitive tender process, the company tasked Manon with ensuring that the launch and ensuing operations ran smoothly. The result? Manon helped Dott secure its reputation as the leading shared micro-mobility provider in France's second-largest city. Today, Dott ranks number one in user market share in both Lyon and Paris.



General Manager South of France

dott

MARIANNE WEINREICH

One of the industry's leading champions is mobility and cycling enthusiast Marianne Weinrich. As Market Manager Smart Mobility at Ramboll Group, she is in charge of all Smart Mobility thought leadership. Through her research and various initiatives, Marianne brings awareness to numerous topics affecting people and the ways in which they move and travel. She is especially well-versed in gender differences and unconscious bias surrounding urban mobility planning, an issue that directly impacts half of the world's population yet remains largely underrepresented. In 2021, she co-authored the "Gender and (smart) mobility" report focused on bridging the data gender gap in transport.

Marianne's strong passion for sustainable mobility policy and promotion go beyond her daily professional responsibilities. When she's not at work, Marianne is actively involved as chairman and co-founder of the Cycling Embassy of Denmark. She also frequently speaks at and moderates various conferences around the world. According to Marianne, sustainable mobility is "the glue that holds our daily lives together" and should be a topic of conversation amongst all.

GET INSPIRED

Marianne's collaborative efforts have been key to Ramboll's Global Smart Mobility's success due to her extensive experience in developing clear and concise strategies and campaigns in the mobility field. Her work is inspiring as she goes beyond advocating sustainable mobility just in her job, but she also strongly supports it in her personal life, hence her various commitments outside of the office. She lives and breathes sustainable mobility while striving to help people experience the value of incorporating environmentally-friendly, more inclusive modes of travel into their everyday lives.



Market Manager Global Smart Mobility



MICHELLE FANG

Leading the global legal and government relations functions at the world's largest peer-to-peer car sharing marketplace, Turo, is Chief Legal Officer Michelle Fang. She was the driving force behind the company's expansion across Canada, Germany, and the UK and played a key role in helping Turo (formerly RelayRides) successfully rebrand itself in 2015, specifically from both a legal and compliance perspective.

In 2019, Michelle was nominated as one of Top 50 Most Powerful Women in Tech. She prides herself as a technology executive with a proven track record of completely disrupting and transforming staid industries, scaling teams across the globe, helping people grow and develop, and finding creative solutions to complex problems.

GET INSPIRED

Michelle has successfully navigated complex legal challenges to help drive tremendous business growth at Turo. In fact, during her time as Chief Legal Officer, Turo has grown from a startup to a renowned Fortune 100 company. Her accomplishments have not only helped Turo become a household name, they've also been crucial in disrupting traditional car ownership economics, opening up the path for a variety of other shared mobility alternatives to gain legitimacy and a strong foothold in a once car-dominated market.



Chief Legal Officer



SILVIA FISCHER

Mobility enthusiast Silvia Fischer has almost 15 years of experience in the mobility industry, including over ten years in executive-level leadership positions and a long-standing track record in digitization. She is also an executive coach and is responsible for the Smart Mobility strategy at FREE NOW. Her valuable work contributes to building a multimodal urban mobility solution that allows their customers to seamlessly and conveniently go from A to B with all options they need, meeting their specific mobility needs. She is also a founding member of Mobility Allstars - talk about a woman who can indeed do it all.

Silvia's passion drives from the urgent need to create a more efficient and sustainable urban mobility landscape, focusing on a sustainable mobility shift. She firmly believes that to reduce the need for private vehicle ownership, specifically cars, individuals need convenient, accessible, and affordable solutions available to them. She advocates Mobility-as-a-Service, as it provides a local and multimodal approach that makes the use of publicly accessible modes of transport a no-brainer.

GET INSPIRED

Within one year of Silvia Fischer's arrival, FREE NOW officially committed to going carbon neutral, making it the first European mobility platform to do so. She has also been instrumental in helping the company become a multimodal platform while successfully building a wide range of partnerships with mobility brands to make their vehicles available via the FREE NOW app. Silvia demonstrates that women are a major driving force behind the clean, new mobility options deployed in cities worldwide.



Vice President Smart Mobility



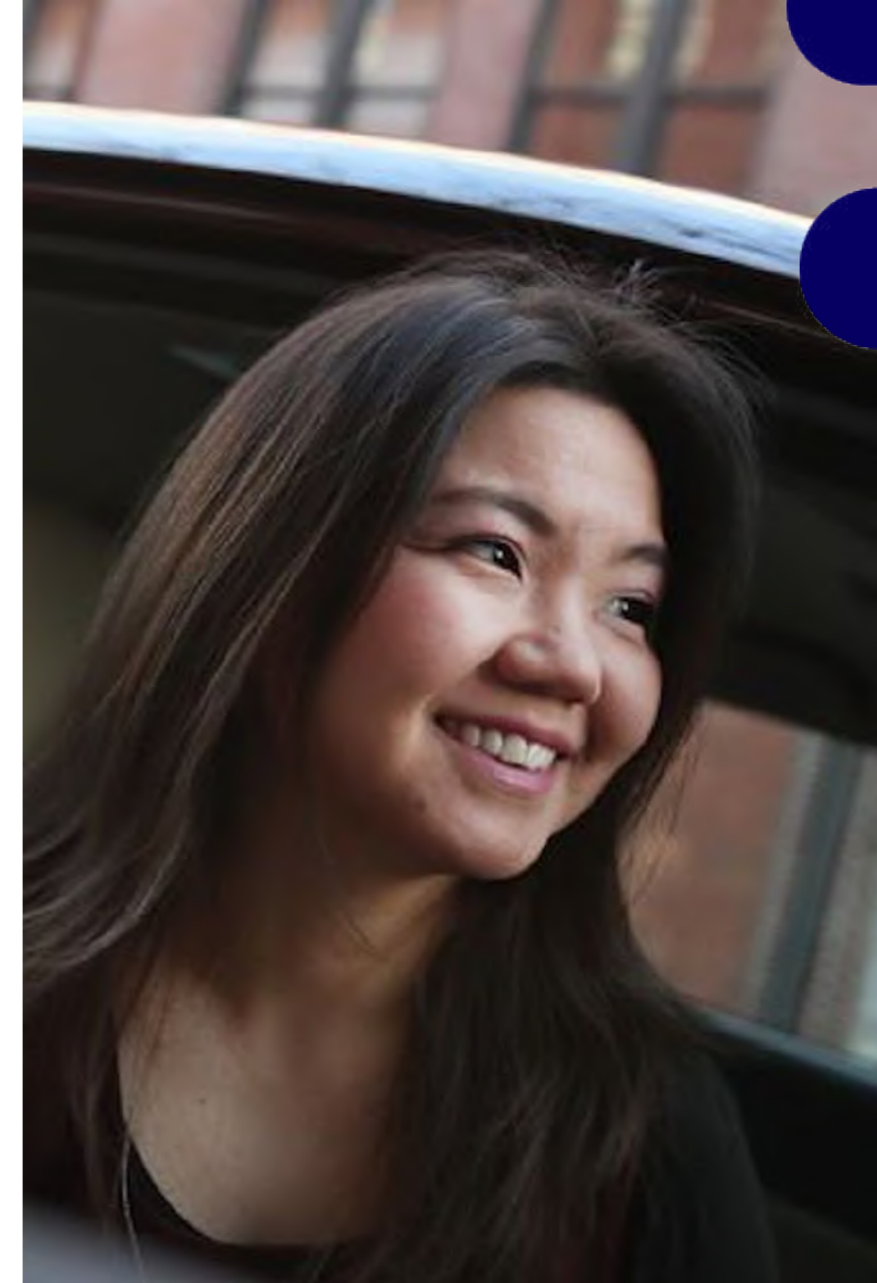
TRACEY ZHEN

Zipcar, the world's leading car-sharing network, is run by CEO Tracey Zhen. While overseeing the company, one of Tracey's main priorities is focusing on innovation and leveraging technology to grow and advance the mobility industry. The native New Yorker, now Boston resident, has over 20 years of experience in leadership roles at top consumer technology companies, including senior management roles where she has overseen finance, marketing, and business strategy, making her qualified in a diverse range of fields. Tracey can be trusted with any business, especially mobility given her excellent track record.

Through her talented leadership skills, she brings global experience in consumer technology to Zipcar, where she is committed to driving (yes, pun-intended) Zipcar's vision: a world where carsharing overrides car ownership. Thanks to her hard work, she has successfully established ZipCar as a key player in the mobility industry, over the years leading thousands of drivers to make the switch from private to shared vehicle.

GET INSPIRED

With Tracey as its CEO, Zipcar has seen tremendous growth across all its business areas. She contributed towards the company being included in Built in Boston's 100 Best Midsize Companies to Work for in 2022 due to her excellent leadership skills amongst her employees. And while she brings most business numbers up, she ensures that certain numbers go down - under Tracey's management, Zipcar has lowered CO2 emissions by 1.6 billion lbs per year!



CEO

zipcar.

About Vullog

Every second, someone starts a trip on Vullog's technology.

Founded in 2006 in Nice, France, Vullog is the world's leading new mobility technology provider. Its award-winning platform AiMA is behind mobility services for the world's leading OEMs (Volkswagen, Stellantis, Kia Motors, etc), as well as new mobility providers (Repsol, Sumitomo Corporation and British Columbia Automobile Association, among others). Vullog's solutions allow operators to cover all mobility on-demand use cases, from the first-mile to the end-mile.

With over 50+ major projects running worldwide, Vullog's technology is transforming cities across all five continents by ensuring that clean, shared, electric, and multimodal mobility becomes accessible for all.

For questions or to speak with an expert: [**contact@vullog.com**](mailto:contact@vullog.com)

For more information: [**www.vullog.com**](http://www.vullog.com)

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