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RITU NARAYAN

Zūm Services

Ritu Narayan, the founder and CEO of Zum, is on a mission to solve an enormous environmental and societal problem that's been hiding in plain sight: the inefficient, inequitable \$28 billion U.S. student transportation system. A 15+ year tech industry veteran (eBay, Oracle, Yahoo, IBM), Narayan, as a Silicon Valley parent, realized the diesel-based yellow school bus system hadn't changed since her childhood in India.

Narayan founded Zum in 2014, initially envisioning it as a ride-sharing service for kids. In 2021, she led Zum's transformation into a far more ambitious company, dedicated to modernizing student transportation with tech-driven solutions like cloud-based routing platforms and grid-powering electric vehicles. Under her leadership, Zum closed a \$130M Series D funding round led by Softbank and is currently managing student transportation in 4,000 schools, including two of California's largest districts (Los Angeles and San Francisco).

A graduate of the Stanford University Graduate School of Business, she earned her undergraduate degree in computer science at the Delhi Institute of Technology.