

## FOR IMMEDIATE RELEASE

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## Nanci Carnabuci Fitzgerald takes the wheel as CEO of The Rideshare Company

Bloomfield, Conn. – The Rideshare Company has named Nanci Carnabuci Fitzgerald its new President & CEO following the recent retirement of Founder Jon Colman. The Rideshare Company is a 501(c)(3) non-profit organization that provides ridesharing services and programs for corporations, government agencies, and residential facilities.

Carnabuci Fitzgerald joined the company in 2006 as the Vice President of Business Development, leading sales and marketing initiatives that have expanded The Rideshare Company's capabilities and customer reach. "Nanci is the right person at the right time for The Rideshare Company," said Robert Croce, Chairman of The Rideshare Company's Board of Directors. "She's proven over her 17-year tenure that she is a terrific leader who knows how to drive our message through the noise in the marketplace. Nanci is very capable of bringing this organization to the next level – to position The Rideshare Company as the number one expert in the field of ridesharing for both the public and private sector."

One of Carnabuci Fitzgerald's most notable achievements over her 17 years with the company is the creation of *easy commute*, an all-inclusive commuter benefits and incentive program that manages employee ridesharing for businesses. The *easy commute* program has been widely used by defense companies, financial organizations and companies in the entertainment industry, including Fox. According to a case study, the program saved Fox employees more than \$8.5 million in commute costs, 24 million vehicle miles and 1 million gallons of gas. Through another division, the *easy fleet* division, The Rideshare Company provides safe transportation for seniors, people with disabilities and others in need through partnerships with residential and group homes, assisted living facilities and non-profits.

Carnabuci Fitzgerald is passionate about the organization's commitment to serving these populations, even hosting special events like "Power of Ability Night" in partnership with the Hartford Yard Goats to provide free tickets and transportation for Department of Developmental Services (DDS) clients and their families. "It's an honor to work for a company that has this kind of impact on such a special population. We love getting to know these clients and having the opportunity to be part of some wonderful experiences for them," she said.

# OVERABOVE

Carnabuci Fitzgerald's dedication to meeting the needs of Rideshare clients also extends to her own team. Employees say her management style is characterized by a highly professional, yet family-oriented approach that has led to a close-knit environment and excellent retention. "Her foundation is rooted deeply with family values, and she brings that to the work environment. It's how she's able to strengthen the relationships with her team members and clients and the partnerships that we have," said Jodie Hollister, Vice President of Business Engagement.

"She's a very strong leader, very collaborative. She values everybody's opinion before making a decision," said Andrea Heikoff, Director of Finance and Human Resources. "I just feel very optimistic about the future for the organization with her at the helm."

Carnabuci Fitzgerald's vision for the future of The Rideshare Company includes greater strides in sustainability, with switching their fleet from gas to electric vehicles as one of her top long-term goals. "This is something that requires long-range planning and something we have to do if we're going to be relevant in 25 years or we just wouldn't exist," she said. "We've taken countless cars off the road and reduced vehicle miles by millions. That's our mission, to provide transportation solutions, be environmental stewards and lessen the burdens of government. And we do all that just by moving people together."

About The Rideshare Company:

THE RIDESHARE COMPANY is a 501(c)(3) non-profit organization created to make it easier for people to get to and from work, while saving money and reducing the hassles of commuting. The Rideshare Company's employer programs and fleet services strive to enhance the quality of the environment by measurably reducing both road congestion and energy consumption. Based in Bloomfield, CT, The Rideshare Company works with both public and private sector clients across the country.