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Distribution Report

ShoveBike Appoints Global Advisory Board to Reinvent Urban Logistics and Empower Communities

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Your Submitted Press Release

Singapore, 2nd Feb 2026 - ShoveBike is taking its mission to decarbonise urban logistics and create dignified work to the next level. Today, the e-cargo fleet operator announced its inaugural Advisory Board, facilitated by the **Veblen Director Programme**. By integrating world-class expertise in leadership, governance, operations, and industrial automation, ShoveBike is fortifying its governance to execute a dual mandate: optimising last-mile delivery efficiency and uplifting township economies through sustainable employment.

"ShoveBike is not just moving goods, we're reshaping how mobility, work, and dignity come together in townships. The Veblen Board in a Box arrives at a pivotal moment, strengthening our governance and strategic depth as we scale with intention. This partnership sharpens our mission and accelerates the impact we're building on the ground," said **Zakhele Mhlanga**, Founder of ShoveBike.

Appointed Advisory Board Members

Vanessa Haripersad - Chair of the Board, an award-winning mentor and transformational leadership coach, Vanessa specialises in building high-performance cultures and unlocking organisational potential.

"My commitment is to help ShoveBike transform its workplace culture into a thriving ecosystem where diversity and high performance drive sustainable urban impact."

Srinivasa Ruttala – Board Advisor, with over 20 years in manufacturing transformation and ESG leadership, Srinivasa brings deep technical expertise in automation and operational efficiency.

"I look forward to applying rigorous operational frameworks to ShoveBike's logistics model, ensuring that efficiency is embedded in every mile we deliver."

Ashim Gupta – Board Advisor, a global finance leader with extensive experience across Asia's diverse markets, focuses on driving strategy, value creation, and financial stewardship.

"ShoveBike is building a compelling model at the intersection of mobility, inclusion and economic access; my focus is to help the team scale with discipline—strengthening governance, sharpening strategy and creating long-term value."

Cynthia Lai – Board Advisor, an expert in cross-market governance and digital transformation, helps scaling companies build resilient structures for international growth.

"Governance is the blueprint for purposeful scaling, and I am dedicated to building the structures that will allow ShoveBike to expand its footprint."

Bernhard Krupka – Board Advisor, with deep roots in aviation and transport, Bernhard combines startup agility with corporate rigour to guide market expansion.

"Leveraging my background in transport strategy and startups with a background in Africa, I am eager to support ShoveBike in optimising its business model to redefine logistics on the continent."

The Advisory Board unites a powerful mix of strategic disciplines to support ShoveBike. By combining the agility of a founder-led startup with the rigour of a professional board, ShoveBike is positioned to scale its sustainable logistics solution, enhancing urban livability and economic opportunity across the region.

About ShoveBike

Founded by passionate environmental enthusiasts, ShoveBike is reinventing the logistics landscape in urban areas. Through a fleet of e-cargo bikes, the company provides sustainable, efficient last-mile delivery solutions that reduce carbon footprints in bustling city streets. Serving local businesses, e-commerce platforms, and community organisations, ShoveBike is committed to enhancing urban livability and reshaping the future of work in township economies.


Learn more at: shovebike.com

About the Veblen Director Programme

The Veblen Director Programme empowers executives and professionals with the skills and knowledge to excel in board and advisory roles. Through training, education, and a global network of skilled board members, Veblen supports organisations in navigating complex challenges, driving sustainable growth, and building impactful leadership teams.

Learn more at: www.vblendirectors.com

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