

# Fasten Hires Joe Deshotel as Regional Director of Business Development

## Fasten Hires Joe Deshotel as Regional Director of Business Development in Austin

*Deshotel brings deep experience in ride-hailing, community & government relations and policy*

**AUSTIN, Tx. (August 14, 2017)** Fasten today announced that it has hired Joe Deshotel as its Regional Director of Business Development for Fasten's Austin market. The announcement comes on the heels of the highly successful FastenFest, a celebration of Fasten completing over 3 million rides during the company's first year of operations in Austin, and reflects the company's ongoing efforts to deepen its community ties and further engage with local riders.

In the role, Deshotel will focus on driving new partnerships, planning community events and managing media relations locally for the fast-growing ride-hailing startup. Fasten also plans to open new offices in East Austin in late fall in order to accommodate local hiring plans.

“Community engagement is a top priority for us as we continue to grow our presence in Austin,” said Kirill Evdakov, co-founder and CEO of Fasten. “Joe is deeply ingrained in the community, cares tremendously about the city and its development, and is the ideal person to help propel our business in Austin to the next level— and to make our commitment to the local community clear.”

Most recently, Deshotel served as the Director of Community Engagement for Ride Austin where he led the charge on PR, marketing, and forging partnerships with some of the biggest events and brands in the City of Austin. He has also served as Communications Director for the Travis County Democratic Party, Political Director for former Austin Mayor Lee Leffingwell, and as Executive Director for the Jefferson County Democratic Party. Deshotel has also sat on several industry panels, including SXSW and the National Shared Mobility Summit. He holds a BS in Political Science and History from Lamar University.

“Fasten’s community-minded approach, driver-friendly reputation, and diverse staff are just a few of the reasons I’m so excited about joining the team,” said Deshotel. “I’m looking forward to building on the brand’s great foundation and the loyal community of riders that has been established here— and as we grow into a global ride-hailing brand, showing the rest of the world Austin is where change begins.”

Just last week, Fasten also launched the ride-hailing industry’s first rewards program - Fasten Karma. After completing 10 trips, riders automatically get \$5 deducted from the bill on their next trip. No blackout dates, no sunset provisions, no fine print, no restrictions.

## **About Fasten**

Based in Boston, Fasten is a ride hailing company dedicated to operating a profitable business that offers drivers fair pay, and that meets consumers' needs for timely, efficient and affordable transportation. The company offers services in Boston, Mass. and Austin, Tex. with plans to expand to additional markets in 2017. More information is available via the web at [www.fasten.com](http://www.fasten.com).

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