



LAUNCH

WITH GS



**Miriam Rivera**

Co-founder & Managing Director  
Ulu Ventures

*Launch With GS  
External Advisory Council*

Miriam Rivera is co-founder and managing director of Ulu Ventures, a top seed stage venture fund in Silicon Valley focused on IT startups. Ulu generates great financial results using a disciplined, repeatable decision-making process that analyzes risk-reward trade-offs and also reduces cognitive bias. Entrepreneurs in the current fund are quite diverse by industry standards and she is dedicated to increasing diversity in both the entrepreneurial and investment communities.

Prior to Ulu Ventures, Rivera was vice president / deputy general counsel at Google, which she joined in 2001 as the second attorney. There she helped build and lead an award-winning global legal department. Her work to re-design and simplify contracts helped Google scale from \$85M to \$10B in revenues in five years.

Before Google, Rivera worked for Ariba as counsel, after having co-founded Angel and then venture-backed Outcome Software.

Miriam is the co-founder, former co-president and on the board of Stanford Angels & Entrepreneurs, an "open source network" of Stanford alumni investors and entrepreneurs. She is a Kauffman Fellow in venture capital.

As a first-generation college student and scholarship recipient, Rivera graduated from Stanford University, earning AB, AM and JD/MBA degrees. She has helped raise \$250 million for need-based undergraduate scholarships and endowed a scholarship fund for low-income or undocumented students at Stanford. She currently serves on Stanford's Lead Council and the Stanford Law School Venture Fund. Rivera previously served on Stanford's Board of Trustees, the Office of Technology Licensing Advisory Board, the Board of Visitors of Stanford Law School and the Dean's Advisory Council for the Stanford Graduate School of Business. She has been honored with the Stanford Medal, awarded to fewer than 1 percent of Stanford alumni. Miriam also serves on the Investment Committee of Acumen Fund America, an impact investment fund serving the needs of low-income Americans and on the Kauffman Foundation Board, a national endowment dedicated to increasing opportunity for Americans through education and entrepreneurship.

In her spare time, Miriam pants her way through Robin Arzon Tabata spin classes on Peloton, runs in the foothills and overcomes her fear of heights hiking in the Sierra. She measures the quality of her life by the number of days she gets to spend on the beach, preferably a warm one.