

FOUNDER BIO

Anthony 'Tony' Bright

Founder & CEO, LexBran Group, LLC · Founder, RidePermit

Short bio (for quick use)

Anthony 'Tony' Bright is the founder of RidePermit, a free digital e-bike permitting and safety-training platform for California families and school districts. A 30+ year enterprise technologist and lifelong cyclist, he built RidePermit independently out of personal concern for student e-bike safety. He is the Founder and CEO of LexBran Group, LLC, based in Orange County, California.

Full bio

Anthony 'Tony' Bright is a 30+ year enterprise technologist who has spent his career at the intersection of large-scale software, consulting, and applied AI — including roles at global firms such as Deloitte, PwC, SAP America, Infosys, and SymphonyAI. He is the Founder and CEO of LexBran Group, LLC, a holding company building consumer and SaaS products.

RidePermit is his first consumer venture and grew directly from a personal passion. A lifelong cyclist, Bright became concerned about the safety of the growing number of students riding e-bikes to school — and about the patchwork of inconsistent rules families were left to navigate. He built RidePermit as a free, education-first alternative: a way for parents to ensure their child understands the rules of the road before they ride, and for schools to see verifiable proof of completion, at no cost to either.

Notably, Bright built RidePermit before California's AB 1569 — the Davies/Chen youth e-bike safety bill — was on his radar, making the platform a case of genuine convergence with the state's direction rather than a reaction to it. He lives in Orange County, California.

Contact

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High-resolution headshot available on request (add to ASSETS_TO_ADD).