

CARDINAL SYSTEM HOLDINGS, LLC.

JOHN WHITE

Director

John White has lived and worked extensively in the United States, India, South Africa, Australia, New Zealand, and throughout Southeast Asia. He developed a skill-set as an entrepreneur and business development executive in reinvigorating stale markets, turning around underperforming teams, and thriving in fast-paced environments.

John is the Director of Cardinal System Holdings (“Cardinal”), a family-owned holding company that serves as a platform for multi-generational business ownership and strategic investments. Through a system company investment philosophy, John seeks invests in two things (1) controlling interest investments in suppliers, distributors, high-value logistics and manufacturers that provide mission critical products or services and have symbiotic relationships with leading corporations or government entities (“System Companies”); and (2) proprietary and transformational businesses that can make “traditional brick and mortar assets” more effective and efficient through automation, data analytics, digitization, mechanization, and robotics.

He also serves as Founder and CEO of Raum, LLC, a space optimization and storage firm that is focused on driving utilization, efficiency, and monetization in self-storage, warehousing, and intermodal transport markets. John previously held several positions in the United States and overseas with MetricStream Inc., a venture-backed technology company based in Palo Alto, CA. Most notably, he was MetricStream’s first Regional & Country Head for Australia, New Zealand (ANZ) and Asia Pacific markets. In this capacity, he launched MetricStream’s regional headquarters in Sydney, Australia and led the creation and execution of the business plan that expanded MetricStream’s brand, partnership base, and operational footprint in the region. Under his leadership, John created a new emerging line of business and secured MetricStream’s first customers and partners in Australia, New Zealand, Singapore, and Thailand, along with the company’s first market entry in the Philippines and Vietnam.

John serves on the board of the Alpha Rho Endowment Fund and Florida Venture Forum. He is a former member of the board of Alpha Phi Alpha Fraternity, Inc., His Place Child Care Center, and the New Mexico Military Institute Alumni Association.

John graduated from Morehouse College, where he embarked on a Bardoli Global Fellowship after college, and New Mexico Military Institute, where he served as the first African-American Regimental Commander (highest ranked student/cadet) in the Institute’s 113-year history.