

CARDINAL SYSTEM HOLDINGS, LLC



John White is the Managing Director and Chief Operating Officer of Cardinal’s venture company, Cardinal System Venture Holdings, LLC. He also serves as a Director and Investment Committee Member at Cardinal System Holdings, LLC, (“Cardinal”), a single family office holding company that serves as a platform for multi-generational business ownership and strategic investments. John pioneered a “tech-hybrid” investment approach for Cardinal that merges two worlds – traditional brick and mortar business assets and leading technology solutions – seeking out common threads across wide ranging industries and disciplines.

Day to day, he leads venture investing, business development, partnerships, and the sourcing of controlling interest opportunities in suppliers and manufacturers that provide mission critical products and services to corporations and government entities. John also maintains a robust limited partner (LP) investment portfolio, along with network of leading venture capital firms, incubators, accelerators, entrepreneurs, and thought-leaders. For his work in venture capital, John was recently selected as a 2019 REALITY Venture participate through the Charles and Lynn Schusterman Family Foundation Initiative.

Prior to Cardinal, John worked with MetricStream Inc., a venture-backed technology company based in Palo Alto, CA. He was MetricStream’s first Regional & Country Head for Australia, New Zealand (ANZ) and Asia Pacific markets. Under his leadership, John launched MetricStream’s office in Sydney, Australia, led the company’s first market entry in the Philippines and Vietnam, and secured the company’s first customers and partners in Australia, New Zealand, Singapore, and Thailand.

John is the Founder and Shareholder of Raum, LLC (“RaumCo”), a storage and space optimization firm focused on driving utilization, operational efficiency, technology enhancements, and monetization in untapped markets. He serves on the board of directors of RSM Products International, Inc., a food and beverage manufacturing company, Florida Venture Forum, Summer Search – New York City, and the Alpha Rho Chapter Alumni Association (APCAA).

John White graduated from Morehouse College, where he embarked on a Bardoli Global “Gap-Year” 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.