

**Résumé and Detailed Career Overview**  
**Mr. Jon F. White, II**  
[www.jonwhiteinc.com](http://www.jonwhiteinc.com)  
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**Career Summary**

Mr. White has spent over 40 years of his career focusing upon cost savings initiatives for the transportation industry and fleets of North America, with emphasis on asset life cycle costs as well as the technologies which support and achieve proven and measurable, minimal costs in this arena of transportation.

Throughout Mr. White's career, even when employed by major corporations, Mr. White has maintained ownership as sole proprietor or partner in companies which he has founded or co-founded:

- 1978 – Jon White and Company
- 1981 – Transportation Management Techniques, Inc. (TMT Software)  
(Now a division of TMW)
- 1983 – MICROFLEX Software, Inc.  
(Sold to Eaton Corporation, again sold and now within Qualcomm)
- 1995 – Imagine This Corporation, Inc.
- 2000 – Carolina Software Technologies, Inc. (CST Fleet Services)
- 2015 – Jon White, Inc.

Mr. White has served on the staff of senior fleet management as an employee or advisor / consultant to the following fleets:

Ryder, RJ Reynolds Tobacco, FedEx, City of Chicago and City of Detroit

As the Partner with CST Fleet Services, Mr. White led the company from 2000 to 2015. During this time span CST provided fleet management council and advice to approximately 40 fleets including. This work included strategy with fleets operated by the 6 of the 10 largest cities in the US:

New York, Houston, Chicago, San Diego, Atlanta and Dallas.

**Education**

- Elon University
  - 1972 – B.A. Mathematics
  - 1972 – B.A. Physics
  - Alpha Chi Honorary Society
  - Music Scholarship
- Virginia Polytechnic Institute and State University – VA Tech
  - 1974 – M.S. Mathematical Physics with Concentration in Relativity Theory
  - Graduate Teaching Assistant
  - Director – University Jazz Ensembles

## **Jon White, Inc.**

### **Career and Major Achievements – Chronological from 1974 up to Formation of CST Fleet Services in 2000**

#### **1974-1975 – U.S. Naval Ship Research and Development, Bethesda, MD**

Mr. White worked as a research physicist on nuclear submarine 'satellite signal detection' technologies. The initial work was classified; the ending tenure was spent forecasting component failures on submarine components for the Atlantic and Mediterranean submarine fleets. His work using the Box Jenkins ARIMA forecasting algorithms, which are traditionally applied to financial data, proved to be beneficial when applied to component reliability and failure forecasting data.

#### **1976-1978 – Burlington Fleet Services (BFS), a Division of Burlington Industries, Greensboro, NC**

Mr. White served as a fleet research data analyst for BFS, forecasting maintenance costs and component failures for approximately 45 fleets and 100,000 vehicles across North America. Mr. White's work was published in over 30 articles on component and asset maintenance costs; he chaired several Task Forces within The Maintenance Council (TMC – now known as Technology Maintenance Council - within the American Trucking Associations, Inc.)

#### **1978-1981 – Jon White and Company, Inc. – (Sole Proprietor), Elon, NC**

Mr. White founded the company as a mechanism for independent contracting and consulting. The company served two large transportation companies: Ryder and Signal Delivery (terminal to terminal transport company for Sears).

#### **1979-1980 – Ryder Systems, Inc., Miami, Florida**

During this brief tenure with Ryder, Mr. White was assigned to the Sr. V.P. of Maintenance, to design the Ryder Maintenance Analysis Reporting Systems (MARS). MARS went on to become the mainstay of Ryder's ability to accurately forecast maintenance costs and component life cycles on the fleet of approximately 120,000 vehicles worldwide.

#### **1981-1982 – RJ Reynolds Tobacco Company, Winston Salem, NC**

Mr. White was brought back to NC to serve as the designer and implementer of the RJR asset maintenance system. This system tracked maintenance activity and costs on the fleet of 2,200 vehicle assets as well as seven manufacturing plants operating dozens of cigarette manufacturing machines.

## **Jon White, Inc.**

### **1981-1983 – TMT Software, Inc., Co-Founder and President, Winston Salem, NC**

Mr. White co-founded TMT with a retired executive of Ryder. TMT was the first company to offer a commercially available PC based vehicle maintenance management system for transportation fleets. Mr. White sold his interests to the partner and he immediately founded MICROFLEX. TMT was later sold twice and is now the product known as the TRANSMAN product within the offerings of TMW, Inc. – a part of the TRIMBLE Group.

### **1983-1995 – MICROFLEX Software, Inc., Co-Founder and President, Winston Salem, NC Sold to Eaton Corporation in 1990**

MICROFLEX was founded as a contract development company for electronically controlled components (and needed diagnostic tools) which were emerging in both the US automotive and heavy truck manufacturing companies during the 1980's. MICROFLEX had as clients, 'the big three US automobile companies, (GM / Ford / Chrysler), plus several chassis, engine and transmission manufacturers in the heavy truck industry.

During this evolution, Mr. White and MICROFLEX engineering were influential in the conception for the very needed electronic data links which allowed for communications between electronically controlled components on Class 7&8 trucks. This highly innovative work led to the creation of communication standards for this class of commercial vehicle adopted by the Society of Automotive Engineers (SAE). (J1587, J1922, ODB)

With this work in the heavy truck segment of the transportation industry, Mr. White recognized the need for a 'universal diagnostic platform' for the heavy truck industry. His paper and work in this arena led to a nomination for the prestigious Technology Man of the Year by the Heavy Truck Industry in 1990. Mr. White presented the paper on this diagnostic concept at the inaugural meeting of the European Truck Maintenance Council in London, 1990.

MICROFLEX was acquired by Eaton Corporation in 1990. For the next 5 years, Mr. White served as Marketing Manager for the Eaton Trip Advisor onboard GPS and diagnostic computer.

### **1995-2000 – Imagine This Corporation – Winston Salem, NC**

Mr. White used this company owned by his wife as the foundation for consulting with FedEx and the City of Chicago.

The retired Sr. Vice President of Ryder, Lynn Gorman, was hired by Fred Smith of FedEx to re-engineer the FedEx truck fleet in 1995. Mr. Gorman hired Mr. White to sit on his staff for three years in the capacity of designing aspects of the FedEx maintenance reporting systems.

## **Jon White, Inc.**

In 1998, the recommendation was made to Mayor Richard Daley, City of Chicago, by FedEx to hire Mr. White to support the development and implementation of Chicago's asset management system. Mr. White served on the staff of the Commissioner for the Department of Fleet Management for three years in implementation of a real time shop floor maintenance management system.

### **2000- 2015 – Carolina Software Technologies, Inc. – CST Fleet Services Partner and Co-Founder with Ron Hall**

For a background on CST Fleet Services and customer base: [www.cstfleetservices.com](http://www.cstfleetservices.com).

CST Fleet Services provided consulting services to the following fleets:

City of Houston, TX *	New York City, NY *
City of Chicago, IL *	City of Dallas, TX *
City of San Diego*	City of Greensboro, NC
FedEx, Memphis, TN	City of Long Beach, CA
City of Detroit, MI	Ryder Systems, Miami, FL
Chicago Transit Authority (IL)	Cook County, IL
City of Tulsa, OK	City of Richmond, VA
DeKalb County, GA	City of Springfield, IL
Calpine Gas, Houston, TX	County of Arlington, VA
City of Goldsboro, NC	Southern California Gas (CA)
UPS	San Diego Gas and Electric (San Diego, CA)
State of Indiana	State of Oklahoma
City of Raleigh, NC	City of Atlanta, GA

\* Note: For the 10 largest cities in the U.S., five (5) have been or are currently CST customers. Three (New York City, Chicago, and Houston) have implemented, or are currently implementing, city-wide fleet strategies developed by CST.

**2015** – Resignation as a Partner in CST Fleet Services, and formation of Jon White, Inc.  
Web site: [www.jonwhiteinc.com](http://www.jonwhiteinc.com) currently under construction.

### **Publications**

#### **Jon White recent publication links:**

Asset Management and Fleet Rightsizing:

<http://www.assetworks.com/resource-items/white-paper-fleet-right-sizing/>

City of Detroit Fleet Survivability through bankruptcy:

<http://www.government-fleet.com/channel/operations/article/story/2015/11/detroit-fleet-survival-through-city-bankruptcy.aspx>

#### **Politics and Government Fleet Management**

**Jon White, Inc.**

[http://www.government-fleet.com/channel/operations/article/story/2017/01/surviving-politics-in-public-fleet.aspx?utm\\_campaign=topnews-20170119&utm\\_source=Email&utm\\_medium=Enewsletter](http://www.government-fleet.com/channel/operations/article/story/2017/01/surviving-politics-in-public-fleet.aspx?utm_campaign=topnews-20170119&utm_source=Email&utm_medium=Enewsletter)

*Jon White Teaching Experience – Mathematics and Physics: Elon University, VA Tech, University of NC – Greensboro, Bennett College (Greensboro, NC), Florida International University (Miami, FL), South College (Asheville, NC).*