

## James D. White

Transformational Leader and Former Chairperson, President, & CEO of Jamba Juice

A transformational leader with more than 30 years of experience as a CEO and operating executive, James D. White has overseen the evolution and growth of some of the world's most iconic brands in the consumer products, retail, and restaurant industries. Most recently as the former chair, president, and CEO of Jamba Juice, he led the successful turnaround and transformation of the company from smoothie shop to a leading global, healthy active lifestyle brand, and has held senior executive roles at Safeway Stores, Inc., the Gillette Company, Nestle-Purina PetCare, and Coca-Cola.

Exclusively represented by [Leading Authorities speakers bureau](#), White is someone who global brands rely on to lead the revitalization of their business. In speeches, he shares that change, whether in business or another aspect of life, begins by focusing on people, leadership, and development. He highlights that those who are cognizant of, and seek to implement solutions for, unconscious biases, inequity, and other internal factors that may be hindering success, are best equipped for the future. Drawing from his time spearheading growth at some of the world's top companies, White provides examples of how he overcame challenges, re-engaged his workforce, and instilled a sense of purpose to create winning cultures that inspired success – and shares how any organization can do the same.

With a reputation of reshaping challenging businesses and putting them on the path to success and beyond, White joined Jamba Juice in 2008 to lead the efforts to refresh the brand that aims to refresh the planet. Originally a made-to-order smoothie shop, with White at the helm as chair, president, and CEO, the company transformed into the healthy active lifestyle powerhouse that it is today. He led the turnaround through the execution of a 3-year, disciplined strategic plan, dubbed the BLEND Plan, which included launching new, innovative product solutions, transitioning to franchise-owned stores, developing disciplined cost controls, and building a leadership team to drive functional excellence across the enterprise. Even with White retiring in 2016 to focus on his ventures as a board member, Jamba Juice continues to be an example of a purpose-driven brand with cultural foundations rooted in investing in each individual, as well as the community as a whole.

A seasoned board director and advisor, White has almost 20 years of experience in more than a dozen public and private board appointments. He currently serves as executive chair of Air Protein, board chair of The Honest Company, and board member for Affirm, Medallia, Simply Good Foods, Schnuck Markets, and Bay Club. He is also the founding member and board chair of Directors Academy, a national not-for-profit organization with the mission of identifying, developing, and advancing the next generation of diverse corporate board members and board leaders, and board member of Chief Executives for Corporate Purpose. White believes strongly in businesses doing well and doing good. He is an unrelenting supporter of environmental, social, and governance (ESG) principles in business and chooses to advise and sit on the boards of companies that prioritize ESG.

A passionate champion for diversity and inclusion, White has been recognized with numerous awards including the American Heart Association Corporate Citizen Award and the Junior Achievement's Northern California Lifetime Achievement Award. The *San Francisco Business Times* also named him as the San Francisco Bay Area's Most Admired CEO. He is the author of *Anti-Racist Leadership: How to Transform Corporate Culture in a Race-Conscious World*, which was co-written with his daughter and offers his proven framework for building a more diverse, equitable, and inclusive company culture through conscious leadership.

White earned a Master of Business Administration degree from Fontbonne University in 1996, and was invited back as commencement speaker for the class of 2017 and conferred a Doctor of Humane Letters honor. He received a Bachelor of Science degree with a major in marketing from the University of Missouri in 1983, participated in the Food Executive Program at Cornell University in 1997, and served a Distinguished Careers Institute Fellow at Stanford University in 2018.