

# Tom White

## **Position/Department/Division/Institution/Organization**

General Manager, JUMP North Asia, Uber

Head of Mobility, Japan, Uber

## **Country**

Japan

## **Career history**

Tom joined Uber in January 2015, and took on responsibility for the Perth market in July before expanding his scope to cover operations in Adelaide in early 2016. He was later appointed as Uber's Head of Cities in Australia and was responsible for the operations and growth in a number of markets across Australia, including Perth, Adelaide and Melbourne. In 2017, he moved from Perth to Ho Chi Minh City as General Manager of Uber Vietnam, overseeing the development and growth of the business as well as its operation during a period of regulatory reform in the market. Bringing with him business, operational and policy experience from various parts of the Asia Pacific region, Tom moved to Japan in early 2018, leading the mobility team at Uber in Japan as General Manager. More recently he has also taken on additional responsibility for Uber's new mobility business, JUMP, across North Asia.

## **Areas of expertise**

On-demand transportation

Micro-mobility

Technology