



Matt White

Culture Index Executive Advisor



Matt enjoys being a trusted advisor and Culture Index consultant to CEOs of fast growing companies across the country. His expertise centers around impacting top and bottom line results by helping CEOs build the right team around them to scale. Matt is a Tennessee native and lives in Nashville. His priority is being a present father to his beautiful daughter.

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Matt was a partner in an Inc. 5000 fitness franchise start up that used the Culture Index program to scale aggressively. His entrepreneurial experience is rooted in opening several corporate locations and overseeing franchise growth to 35 locations in 4 years. The Culture Index program transformed the way the organization hired, managed and motivated human capital. Experiencing the power of adding rocket fuel to the business, Matt became a Culture Index Advisor in 2016 while still growing corporate and franchise fitness locations.

A constant subject of conversation and pain for business owners is how to find and retain A players. Culture Index was transforming this challenge for Matt and as he shared it with other business owners, his Culture Index practice began to grow. Matt decided to exit the fitness business in 2017 to help CEOs and entrepreneurs achieve their goals faster with the Culture Index program. Winning cultures have square pegs in square holes, managed and motivated effectively to achieve organizational goals. Matt finds great joy in helping difference makers scale and get what they want out of their businesses and teams.