John founded MetaCarta in 1999 while beginning work on his Ph.D. in physics as a Hertz Fellow at the Massachusetts Institute of Technology. While studying the microclimates of forests, John encountered a need for a new way to view collections of documents: geographically. John's vision has led MetaCarta to its current position as the pioneer of unstructured geographic information retrieval. At MetaCarta, he focuses on new technology explorations and partnerships. He speaks to technical audiences and advises on implementation strategies.

MetaCarta’s Office of the CTO (OCTO) develops new concepts for bridging unstructured information and maps. In 2005, OCTO started the OpenLayers project, which has become a widely used open source javascript library for combining geographic data layers from many sources. This and other OCTO projects can be found at labs.metacarta.com and in MetaCarta’s commercial products.

John holds a B.S. in physics with distinction from Yale University where he led Yale's first solar car team to the top rookie seat of Sunyrace 97. In addition to his role as CTO at MetaCarta, John is continuing his graduate studies in condensed matter theory at MIT.