

Saving our ecosystem—by applying engineering & business basics



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Writer. Speaker. Consultant.
Activist.**

Mission. To leverage my special knowledge about food choices with my unique background as an engineer, business executive and corporate headhunter---to do all that I possibly can to *promote health, hope and harmony on planet Earth.*

Background. While earning my degree in Industrial Engineering at Auburn University, I learned that *any process can be improved.* Since then, I have become a “big picture guy”-- always searching for opportunities that will deliver the “biggest bang for the buck.”

Later, while serving as a Coast Guard officer in Honolulu, I earned an MBA attending the University of Hawaii at night. After leaving the Coast Guard in 1970, I spent the next thirty years in a business career split almost equally between engineering, consulting and general management leadership roles, such as Executive VP for Polo Ralph Lauren in New York.

Searching for my passion. During those years, I was always looking for ways to truly “make a difference,” realizing that just making money wasn’t good enough.

So, right before the turn of the century, I decided that I’d had my fill of working for someone else and knew that I would never discover my own passion as long as I was devoting most of my time executing the passions of others (like Ralph).

So I started my own company in the

“Leadership Business.” That’s how I describe what I did for the next fifteen years. As the founder of an executive search firm, my job was to first understand my client’s mission, determine the type of leader needed to execute that mission, identify capable candidates and finally, recruit the best for my client.

No longer distracted by office politics, endless budgeting and other corporate BS, I was now able spend my nights, weekends and parts of my days, pursuing my OWN passion---discovered by accident.

In 2003, after becoming curious about the optimal diet for humans, I studied everything I could find for the next six months. That’s when I experienced a “blinding flash of the obvious,” concluding that “We’re eating the wrong food” --- for our own health and for the ecosystem that sustains us.

Running with my passion. Realizing that I had stumbled across the greatest *process improvement opportunity* in the history of the world, I began to search for ways to earn a living while pursuing my newfound passion. Since then, I have made it my business to get the know most of the prominent leaders in this field and, along the way:

- Created the *4Leaf* healthy eating concept and the *4Leaf Survey* that is now used by the online division of Cornell University.



- Published “Healthy Eating, Healthy World” in 2011
- Developed 4Leaf Corporate Wellness approach in 2012
- Invited to join the T. Colin Campbell Center for Nutrition Studies board in 2012

- Delivered many public speeches in the USA & abroad
- Published over 900 blog-posts at hpjmh.com
- Published second book, “4Leaf Guide to Vibrant Health” with an MD in 2015.



Back to the mission. In late 2013, I concluded that our most serious problem is the sustainability of our ecosystem that supports us as a species. As such, I reasoned that I could do the most for humanity by fully leveraging all parts of my unique background as:

- An engineer who is able to fully grasp the terrifying “big picture” regarding the unprecedented emergency we face
- An executive who understands how to develop a viable and effective plan of action
- A veteran of “the leadership business” who can recognize our current desperate need for superior leadership

URGENCY. Because of the severity of the emergency we face, we don’t have time for the normal process of grassroots change to happen. That’s why my #1 PRIORITY is recruiting that one powerful leader who can make it happen NOW.

Specifically, I am searching for a proven, globally-respected leader with integrity and courage. After being fully enlightened regarding the ONLY pragmatic solution to the emergency we face, he/she will know what to do. And I will help!

Jim Hicks

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