



J. MORRIS HICKS

As a senior corporate executive for many years, Jim Hicks has always focused on the “big picture” when analyzing any issue. In 2002, after becoming curious about the “optimal diet” for humans, he began a comprehensive study of what we eat from a global perspective--discovering many startling issues and opportunities along the way.

He holds a BS in Industrial Engineering from Auburn University and an MBA from the University of Hawaii, a degree he earned while serving as an officer in the U.S. Coast Guard in Honolulu. In 2009, he earned a Certificate in Plant-Based Nutrition from *eCornell* and the *T. Colin Campbell Center for Nutrition Studies*, where he has served on the board of directors for six years.

He published his first book, *Healthy Eating, Healthy World*, in 2011 and, four years later, teamed up with a medical doctor to publish the *4Leaf Guide to Vibrant Health*. Concurrently, he has posted over 1100 articles about food, health and sustainability at hpjmh.com.

Ultimately, he concluded that our food choices in the 21st century comprise the most important issue in the history of humanity—after realizing that our future as a species is riding on those choices. Most recently, as a writer, speaker and health-promotion consultant, he has focused on that crucial issue in a never-ending effort to *promote health, hope and harmony on planet Earth*.

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