

Health Promotion Consulting Credentials--J. Morris (Jim) Hicks



Equipped with an MBA and an Industrial Engineering degree, Jim's 30-year business career has been split equally between consulting and line management. As a consultant, he led profit-improvement projects for clients such as Sears, Holiday Inns and ITT. As a corporate executive, he's had several stints as division president and was executive vice president of the Ralph Lauren Corporation in New York.

Since 2002, he has invested over 10,000 hours in becoming an authority in the areas of health promotion, food-based wellness and the related topic of ecological sustainability. During that time, he has developed the requisite tools and assembled a team of consultants, physicians, dietitians, nurses and teachers who are ready to help their clients develop a strategic business advantage over their competitors.

Traditional corporate wellness programs have failed to stem the soaring cost of healthcare, because almost all are missing the single most important ingredient--the FOOD. Done properly, the "food-based" component of *wellness* can deliver far more savings than all other wellness initiatives combined. Eventually, the companies who don't get real serious about that food component will no longer be able to compete with those who do.

The entire business career of J. Morris Hicks has prepared him for assisting organizations of all sizes as they develop and implement powerful, top management-led initiatives to promote superior health throughout the entire organizations.

Health Promotion Background

(12-30-17)

1. Author of *Healthy Eating, Healthy World*, (BenBella, 2011), foreword by Dr. T. Colin Campbell, endorsed by ten others, including Dr. Dean Ornish, Dr. Caldwell Esselstyn and the former CEO of Xerox, Paul Allaire.
2. Since 2012, member of the Board of Directors of the *T. Colin Campbell Center for Nutrition Studies*, training over 2,000 people a year in Plant-Based Nutrition; 500 of them are physicians who earn continuing medical education credits. Visit nutritionstudies.org
3. In 2009, earned a Certificate in Plant-Based Nutrition from *eCornell* and the T. Colin Campbell Center for Nutrition Studies.
4. Creator of extensive international blog & website for *promoting health, hope and harmony on planet Earth*. Published over 1100 articles since 2011 at hpjmh.com.
5. Creator of the trademarked *4Leaf* approach to promoting health by focusing on maximizing the percent of calories from whole, plant-based foods (4leafprogram.com)
6. Creator of the innovative *4Leaf Survey* for estimating an individual's percentage of daily calories from whole plants--without counting calories. 4leafsurvey.com. Used by eCornell in their online course since 2014.
7. Aligned with Total Health Immersions, Inc., providing medically supervised programs for high-risk (and high cost) employees who volunteer and qualify.
8. Published second book, the *4Leaf Guide to Vibrant Health* in 2015, with Kerry Graff, MD. This book is being used by many MDs as a tool to help guide patients in moving quickly toward a whole food, plant-based diet.
9. Created the ARCH communication, education and reporting system in 2016—designed to assist corporations in “automatically reducing the cost of healthcare.” See archby4leaf.com.
10. Active speaker. Most notably at the Plant-Based Nutrition Healthcare Conference (pbnhc.com)

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