

# CV for J. Morris Hicks

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On the web: [hpjmh.com](http://hpjmh.com) [4leafprogram.com](http://4leafprogram.com) [4leafsurvey.com](http://4leafsurvey.com) [ansleygroup.com](http://ansleygroup.com)

BSIE Auburn, 1968    MBA University of Hawaii, 1971    U.S. Coast Guard Officer (69-71)

June 1964 to January 1968

**Southern Railway System (Washington, DC)**

As a co-op student engineer, worked in the Mechanical Engineering Department in Washington, DC, and Atlanta for a total of seven work quarters while studying Industrial Engineering at Auburn University.

June 1968 to September 1972

**Alcoa ( Philadelphia with LOA for USCG duty in Honolulu)**

Joined as a new Auburn IE grad and, in the summer of 1972, went through the Alcoa tour for new sales execs. At the end of the tour, I took military leave for three years to serve as an officer in the U.S. Coast Guard at USCG Base Honolulu. While there, managed all USCG retail operations on Oahu. Earned an MBA at night at the University of Hawaii. Returned to Alcoa sales office in Philadelphia in 1971.

September 1972 to August 1981

**Principal—Kurt Salmon Associates, Inc. (Atlanta and New York)**

Nine years of process improvement type projects were split almost equally between general management and operations functions. Spearheaded firm's practice in sales force engineering and served such major clients as Sears, Jockey International, Holiday Inns, and Oxford Industries.

August 1981 to June 1985

**Division President—Oxford Industries, Inc. (Los Angeles/New York)**

Based initially in Los Angeles as President of Oxford West; led turnaround in men's/boys' sportswear business, which had averaged losing about one million dollars a year for 10 years. Was transferred to New York to become the first President of Polo for Boys (about an \$80 million business at the time).

June 1985 to June 1986

**VP. & General Manager—Rollins, Inc. Lawn Care (Atlanta)**

Recruited away from Oxford Industries to head up the company's primary growth division. Position provided valuable general management experience in the dynamic consumer services industry.

June 1986 to May 1987

**Executive Search Consultant—Egon Zehnder Intl. (Atlanta, New York)**

Based in Atlanta, conducted senior level searches including President, CFO, CIO, EVP, and VP of HR. Industries included Healthcare, Consumer Goods, Biotechnology, and Apparel. Was off to a great start in business development and conducting searches when Polo came along with a dream offer.

May 1987 to February 1994

**Executive Vice President—Polo Ralph Lauren Corp. (New York)**

- President of Polo Clothing in Massachusetts...led turnaround after many years of losses.
- Launched programs aimed at modernizing all distribution and customer service activities...culminated with successful opening of 500,000 square foot distribution center in North Carolina
- Led corporate real estate projects, including relocation of corporate headquarters at 650 Madison
- Totally restructured other critical processes: HR, I/T and Distribution

- April 1994 to January 1996      **Vice President—Conway Quality, Inc. (Nashua, New Hampshire)**  
 I met Bill Conway while I was EVP at Polo...they specialize in helping clients implement continuous process improvement aimed at removing waste and creating world class performance. As a VP there, it enabled me to further refine my process improvement skills and work in several new industries.
- January 1996 to August 1996      **President/C.O.O—Danskin, Inc. (New York)**  
 Focused on improving communications between NYC office and factory in Grenada, MS) Coordinated overall systems and communications efforts to leverage the somewhat new internet.
- September 1996 to January 1998      **Chief Operating Officer—Nautica Enterprises, Inc. (New York)**  
 Oversaw information systems, distribution, manufacturing and HR. Led many process improvement projects at the operations center in Rockland, Maine. Left to start own company with my wife.
- January 1998 to June 1999      **Co-CEO of Babe Didrikson Golf (Amelia Island, Florida)**
- June 1999 to Present      **Founder/CEO of Ansley Consulting Group (Atlanta/New York)**  
 A boutique executive search firm with a presence in Atlanta, Chicago, Dallas and New York. Notable placements included: CEO of Tommy Bahama, CFO of Polo Ralph Lauren, CTO of Polo Ralph Lauren, SVP at Oxford Industries and CFO at Nautica. On the web at [ansleygroup.com](http://ansleygroup.com)
- May 2003 to Present      **Writer, Speaker, Consultant, Licensor and Activist (New York)**
- Launched [hpjmh.com](http://hpjmh.com) website in 2003 aimed at *promoting health hope and harmony on planet Earth*
  - First met Dr. T. Colin Campbell, Dr. Caldwell Esselstyn and Dr. Joel Fuhrman in 2005 in New York
  - Established relationships with dozens of major players in the health promotion world -- based on maximizing one's consumption of whole, plant-based foods
  - From 2012 to 2018, served on the board of directors of the T. Colin Campbell [Center for Nutrition Studies](#) as the first non-family board member. Ask me about our "Floyd Abrams" story.
  - Feb. 2011, launched a blog at [hpjmh.com](http://hpjmh.com) to promote first book: [Healthy Eating, Healthy World](#), published October of 2011. [Link to blog about VP Joe Biden](#) and Cancer Initiative.
  - Published a blog on health promotion for 737 consecutive days (Feb. 2011 to Feb. 2013)
  - In 2012, Created the [4Leaf Survey](#), a multiple-choice dietary assessment tool enabling people throughout the world to quickly (within 2 min.) assess how closely their dietary habits were to an optimal diet consisting almost exclusively of whole, plant-based foods.
  - Launched the [4leafprogram.com](http://4leafprogram.com) website in 2015, offering dietary assessment and health promotion tools for the international public.
  - Since 2012, have been actively engaged in health-promotion public speaking around the world
  - Published the [4Leaf Guide to Vibrant Health](#) in 2015 with Kerry Graff, MD
  - Wrote [Downsizing the Cancer Industry](#) with Dr. John Kelly in 2016. Not published: legal issues.
  - Launched a series of bite-size blogs in June of 2016 that were distributed via ConstantContact.
  - After posting 196 of those BSB's as they were called, the name was changed to [SOS Memos \(Saving our Species\)](#) in April of 2019. As of November 2021, there have been 132 SOS Memos published.
  - In 2019, began licensing the 4Leaf Intellectual property to health promoting organizations in the USA, England, Australia and other countries. Latest client, signed in late 2021: [Village MD \(nationwide\)](#)
  - Most-read SOS Memo: #132 (posted on 11-16-21) [Emerging Ray of Hope for Humanity \(NYC\)](#)

In August of 1985, while visiting in my Atlanta home, my father (Morris A. Hicks) shared an observation about my career that ended up changing my entire life. Ask me to tell you that story.