

Get to know the Co-founders of BIM³ Alliance

John Highland — Co-Founder and Chief Executive Officer



John Highland is a business strategist with extensive international experience in industrial development and strategic consulting. For five years, he served as a Senior Consultant with McKinsey, developing transformation strategies for leading organizations around the world, including Xerox, PepsiCo, Heinz, Apasco, and Jumex. He also developed an infrastructure strategy and roadmap for the successful urban development of Saudi Arabia—a precursor to BIM—working directly with King Khalid. His career includes leadership positions with Coca-Cola and PepsiCo in Mexico and Venezuela. He served as CEO and Chief Strategy Officer for PepsiCo Latin America and for two of Pepsi's largest international bottling groups, including GEMEX, GEUSA, and Electropura. He also served as Vice President of Strategy, Sales, and Marketing for CBS TeleNoticias in the United States. In 2019, he wrote his provocative book, "Imagine the Future Today," in which he anticipated many of the major technological advances now taking place. His vision for BIM³ grew out of decades of observing structural inefficiencies across numerous industries.

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Diane Huth — Co-Founder, Secretary/Treasurer; CMO, VP of Marketing



Diane Huth brings extensive experience in strategic brand positioning, organizational communications, and corporate identity development. Her career includes marketing leadership roles with Johnson & Johnson, R.J. Reynolds, Frito-Lay/Sabritas, Carnation/Nestlé, Mission Foods/Maseca, and CBS TeleNoticias. Her role at BIM³ focuses on creating a clear narrative that helps the ecosystem understand the model's value and purpose, and on developing marketing programs and direct-response funnels that attract clients efficiently through social media and public relations.

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Watch a video to learn more about the credentials of this founding team.
<https://vimeo.com/1216291590>