

مقابلة مع
جب هيريرا

Mentor. Technologist.
Builder of Bridges.

With over 35 years at the forefront of innovation, JB Herrera designs AI-powered ecosystems that elevate human wisdom, not replace it. A trusted mentor to conscious leaders and small business visionaries, JB is driven by one guiding belief: when we serve people with integrity, prosperity follows. His work integrates values, vision, and technology to create systems that heal, connect, and transform communities - locally and globally.

One on one

JB Herrera



Sixty

minutes
interview
with

JB Herrera



1. Please tell us a bit more about yourself and what has led you to become one of the most highly accomplished Mentors, Entrepreneurs and Technologists with 35+ years of success?

My journey began humbly, shaped by a deep appreciation for family, heritage, and the pursuit of purpose. Over the past 35 years, I've built companies across multiple technological waves - from personal computing to the internet to artificial intelligence - not by chasing trends, but by consistently asking a simple question: **How can we use technology to bring people closer together, not further apart?**

As a mentor, I focus on the intersection of human insight and technological innovation. As a technologist, I've always believed the best systems begin with people, not code. And as an entrepreneur, I've seen firsthand that sustainable success is built on values, trust, and alignment between vision and execution.

What drives me today is what drove me from the beginning: the desire to help leaders, especially those in underserved or underestimated communities, access the kind of strategic clarity, operational excellence, and ethical innovation that transforms businesses -and lives. My work is about more than technology. It's about unlocking human potential at scale.

2. In your experience, what is it that makes many SMEs feel reluctant to use AI, despite knowing it can tremendously improve their processes ?

Reluctance doesn't stem from ignorance - it stems from overwhelm. Most small and mid-sized enterprises (SMEs) already know that AI can enhance productivity, decision-making, and customer experience. But what they lack is **context**.

They're bombarded with hype, jargon, and tools that feel built for billion-dollar enterprises, not real-world businesses juggling 100 tasks a day.

In fact, many SMEs are built on tradition, relationships, and deep-rooted community trust. These businesses thrive on human connection, reputation, and generational wisdom - so it's understandable that AI, when poorly introduced, can feel like a threat to that legacy.

The hesitation isn't about capability - it's about confidence. Leaders are asking: **Will this technology understand our values? Will it adapt to our way of working, or force us to become something we're not?**

In my experience, when AI is introduced respectfully - with cultural awareness, clear value alignment, and a human-centered strategy - it becomes a force multiplier rather than a replacement for human wisdom. It enhances decision-making, preserves institutional knowledge, and enables SMEs to scale without losing their identity. The key is positioning AI as intelligent support for existing strengths, not as disruption. I help businesses understand how to craft AI applications and provide the guidance they need to implement them with confidence.

3. *AI relies on good data. SMEs often don't have clean, structured, or centralized data systems in place, so they feel unprepared or overwhelmed - could you elaborate on that ?*

Absolutely. AI may run on data, but small businesses run on people—on tradition, relationships, and deep-rooted community trust. These businesses thrive on human connection, reputation, and generational wisdom. And in that kind of environment, information is often stored in scattered places: spreadsheets, inboxes, handwritten notes, or even conversations over coffee. It's not that these businesses lack data; it's that their data lacks structure.

What causes real paralysis, though, is the unrealistic expectation that AI should—and will—instantly understand those human characteristics. But AI doesn't "know" your culture, your values, or your decision-making style unless it's explicitly taught. When that teaching is absent, AI feels foreign or reductive. That's where the disconnect happens.

That's why I don't just teach AI adoption—I design and implement AI applications that incorporate these human characteristics as rules. I help businesses embed their values, decision-making logic, and communication preferences *into* the AI, so it becomes an extension of their identity—not a disruption.

From there, the path forward becomes clearer. We start small—with one use case, one decision process, one department—and build momentum. AI isn't a one-time upgrade; it's a living system that evolves with your people, your principles, and your priorities.

4. *We live in a fast-paced world, constantly overwhelmed by news and emerging technologies. In a nutshell, what advice would you give to young people who are about to start their own business ?*

My advice is simple: **Slow down to speed up.**

We live in an era where noise often drowns out wisdom. Young founders are told to "move fast and break things," but I've found that the most enduring businesses are built by people who take time to think clearly, act deliberately, and stay grounded in their values.

Before chasing AI, trends, or the next big thing—ask yourself: **What real problem am I here to solve?** **Who do I serve?** **Why does it matter to me?** When those answers are clear, everything else—technology, systems, investors - can align with that purpose.

And when it comes to AI: don't be intimidated. You don't need to master algorithms. You need to master **intent**. Surround yourself with people and tools that amplify your brilliance, not distract from it.

Build a business that reflects who you are at your best, not who the world pressures you to become. That's where innovation begins - and where legacy is born.





500 shp
140 kts
700 nm
1760 lbs
£595,000

HORSE POWER
CRUISE SPEED
MAX RANGE
PAYLOAD
BASE PRICE



HILL

5. Is there any project you are currently working on wishing to highlight to our esteemed audience ?

Yes—and it's one of the most impactful initiatives we've ever developed. My team and I are leading the integration of **Yosi Health** and **Docatar**, two proprietary solutions designed to revolutionize how underserved communities access care. Yosi Health is our advanced health clinic software, and Docatar is our culturally sensitive AI assistant - built to communicate with patients in a non-threatening, personalized way.

Together, they form an intelligent intake system that allows individuals to share their medical, emotional, and social history in a way that feels respectful, human, and safe. The result? Improved diagnostic accuracy, lower administrative burden, and dramatically reduced costs for clinics - without sacrificing compassion.

To ensure this solution reaches even the most remote areas, we're integrating **MOSES (Mobile Operations Satellite Emergency System)**, our satellite-powered communication technology. Moses delivers base-station connectivity at a fraction of traditional broadband costs, enabling clinics, schools, and mobile health units to operate in regions where digital infrastructure is scarce or nonexistent.

What we're building isn't just a medical platform - it's a scalable ecosystem for equitable, AI-assisted care around the world. In a time when access is the new frontier, we're proud to be designing the bridges.

We are currently welcoming investment partners and early adopters - especially those committed to sustainable impact across the MEA region - to help us expand this life-changing solution. If you believe in ethical innovation that transforms lives, we invite you to join us.

6. What would you like to do that you have never done ?

I want to build something that lasts far beyond me -something that fuses technology, wisdom, and humanity into a force for global good. That vision lives in what I call the **Global Human Potential Institute (GHPI)**.

The GHPI would be a living, breathing institute dedicated to unlocking human brilliance through applied, ethical technology. It would serve as a global hub - where AI, behavioral science, leadership development, and cultural intelligence intersect to create practical solutions that uplift individuals, organizations, and entire communities.

The technology behind the institute would come from our ecosystem at **Insight Driven Business** and **SynergiAI**, in collaboration with trusted partners who share a commitment to human-centered design. Together, we would deliver AI applications - like Docatar and Opti-Streams - that are affordable, culturally sensitive, and scalable for impact across both developed and underserved regions.

A cornerstone of GHPI would be the **Global AI Summit for Values-Based Entrepreneurs** - a convening of conscious builders and visionary leaders dedicated to using innovation not just for profit, but for purpose. It wouldn't be about platforms or pitches - it would be about principles, collaboration, and legacy.

And the long-term goal? To take the lessons from GHPI and partner with forward-thinking nations to co-design strategies for ethical AI, entrepreneurial ecosystems, and inclusive education. Not just to modernize systems—but to elevate lives across generations.

That's the dream I haven't yet built - but one I'm steadily walking toward.

7. Finally: What's the best piece of advice ever given to you ?

The best advice I ever received was this: **"If you focus on serving people with integrity and love, the money will come. But if you chase money, you may lose both."**

I'll be honest - I didn't always follow it. Like many entrepreneurs, I was seduced for a time by the dark side of profitability at all costs. Growth became a goal in itself, rather than a reflection of the value I was creating. And while the numbers looked good on paper, I knew something essential had gone missing.

That advice stayed with me, quietly, until I was ready to hear it again. And now, it's the standard I live by. Today, my mission is clear: to build systems, businesses, and technologies that serve people first - and to prove, through action, that impact and prosperity are not opposites. They're partners. 

