

NORTH HIGHLAND

# North Highland

Locations: Georgia (HQ)

Industries: Commercial and Professional Services

RISK LEVEL:



Medium Risk

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## DESCRIPTION:

North Highland is Medium Risk. The company often yields to political activism in shaping corporate governance, potentially alienating consumers, dividing employees, and harming shareholders. The company implements race and identity-based policies that replace merit, excellence, and integrity with preferential treatment and outcomes. North Highland occasionally embraces corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues at times. This approach fails to safeguard free exercise, free speech, and free enterprise.

## Corporate Weaponization

**Has canceled customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries. Medium Risk**

*North Highland received a score of 60 on the 2026 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. The company recruits employees based on sexual identity issues. The company discriminates against vendors that do not promote divisive sex and gender policies, indicating it prioritizes sexual issues over merit (1)(2)(3). North Highland received a score of 75 on the 2025 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. The company recruits employees based on sexual identity issues. The company discriminates against vendors that do not promote divisive sex and gender policies, indicating it prioritizes sexual issues over merit (4)(5). However, North Highland has not canceled customers, suppliers, or vendors based on political views or religious beliefs (6).*

**Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. High Risk**

*North Highland's HRC 2026 CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies (1)(2)(3). The company does not appear to discriminate against charitable organizations based on views or beliefs (4)(5).*

**Employment policies fail to protect against viewpoint or other discrimination and/or are ideological in nature. High Risk**

*North Highland appears to prioritize diversity over merit in its business, including its supply chain and promotes unconscious bias training (1)(2). The company endorses affirmative action and claims to be an "Affirmative Action employer" (3). The company does not provide viewpoint protections for its employees (4).*

## Corporate Governance and Public Policy

**Uses corporate reputation to support causes, organizations, or policies hostile to freedom of expression. High Risk**

North Highland's HRC 2026 CEI rating indicates the company potentially agrees to allow a controversial stakeholder group focused on sexual identity issues to dictate marketing or advertising strategy. By doing so, the company risks dividing employees, alienating customers and harming shareholders (1)(2)(3). North Highland's CEO, Alex Bombeck, signed the CEO Action for Diversity & Inclusion pledge, which includes a commitment to promote DEI through bias education training in the workplace, strategize on DEI programs/initiatives with other signatories, and engage boards of directors when developing and evaluating DEI strategies (4)(5). In the wake of George Floyd's death, North Highland released a statement condemning systemic racism and is committed to achieving net zero emissions by 2050 (6)(7).

**Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression. Medium Risk**

North Highland's HRC 2026 CEI rating indicates the company has potentially pledged philanthropic support of at least one organization or event that promotes sex and gender ideology. By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders (1)(2)(3)(4). North Highland's HRC 2025 CEI rating indicates the company provides a benefits package for employees which includes some transgender medical benefits for covered employees and dependents, including children. This may include paid short-term leave, puberty blockers, cross-sex hormones, chest surgeries, genital surgeries, medical visits and lab monitoring, travel and lodging. By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders (5)(6). Otherwise, there are no publicly known cases of North Highland using corporate funds to advance ideological causes, organizations, or policies (7).

**Uses corporate political actions and/or financial contributions for ideological, non-business purposes. N/A**

North Highland does not operate a PAC or engage in lobbying at this time (1)(2)(3).

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