

TWICE THE CITIZEN -

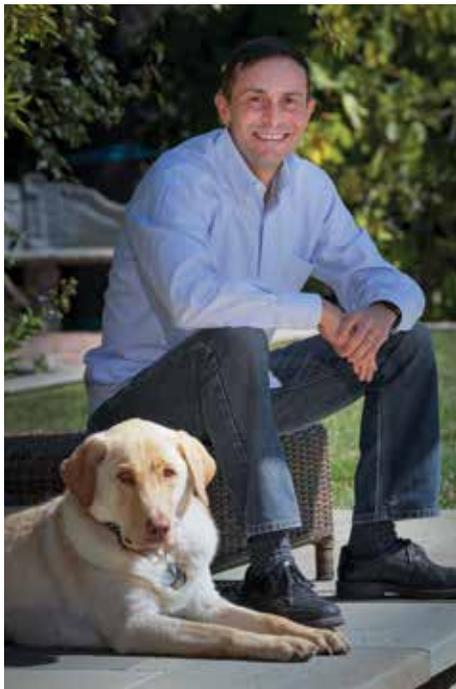
Captain Douglas Beck, US Navy, Iraq & Afghanistan Veteran

By Ellen Manzo, Board Member, Veterans Memorial & Support Foundation

As a daughter of a WWII veteran and six WWII uncles, it is surprising that war was rarely a topic that came up at the dining room table. But put Veterans in the same room, and the dynamics change. The Veterans Memorial & Support Foundation has gathered around our board table for seven years running. Over that course of time, I have heard more war stories than I ever imagined. Why? It's safe. Those who are present can resonate with the experiences of each other irrespective of the military branch of service. And there is one common thread: Not a single board member liked going to war. So why, given the images broadcasted from warzones across the world, do individuals enlist when there is little that takes place that is not part of the global media feed within minutes?

Doug Beck is a Navy Reserve Captain who has served his country for 22 years while simultaneously maintaining a civilian career. At age 26, he was commissioned as an Ensign older than most for his rank. By that time, he had already racked up several notable lifetime accomplishments. He graduated summa cum laude with an undergraduate degree at Yale, completed a Master's degree as a Rhodes Scholar at Oxford, and was two-plus years into a promising career in global strategy at McKinsey & Co., where he was later elected one of the youngest partners in the firm's history. More than two decades later, he is a husband to wife, Stanford Ph.D. recipient, biologist, and philanthropist, Kim, is a father to twins, has a fast-tracked civilian career, serves as a nonpartisan civilian advisor to both Defense Department leadership and the Secretary of State, and still serves our country in uniform. Following Beck's employment at McKinsey & Co., he held the position of Chief Strategy Officer at Charles Schwab. Today, Beck is a Vice President at Apple, Inc., where he reports directly to CEO Tim Cook and is responsible for several of Apple's businesses worldwide. What is it, you might ask, that motivates someone to dedicate his time to multiple careers as Doug Beck has chosen to do?

Beck says he joined the Navy for one reason and one reason only - he wanted to serve his country. Throughout his military career, Beck learned how critically important it is for one to have full openness to the total transformation that a military experience will render, something he contends has occurred over the



entire time he has served. His military career shaped and reinforced his values beginning early in life – the importance of teamwork, commitment, accountability, responsibility, and integrity. "You're given a lot of responsibility by your country, beginning very early on, to further the mission, to protect your teammates, to make difficult decisions, and to rely on people by your side. There is nothing like that experience-wise." Beck insists this is what makes Veterans such great hires with his "civilian hat" on. "Our Veterans have unbelievable skills and work ethic, including at a very young age. For this reason alone they are exactly the kind of people any of us should want on our team – plus I believe we owe it to them, and to ourselves and our society, to help them get those skills online in a civilian context."

At Yale, Beck majored in history and East Asian studies and spent every summer in Japan. What he probably didn't realize at that time, is the fact that those experiences, combined with his Oxford education in the UK, were the launch of a globally focused career. In addition, is the fact that Doug Beck is undoubtedly influenced by multiple cultures. Doug Beck is east meets west in the same physique. He has more than 15 years of experience living and working in Japan, China, Indonesia, and Hong Kong. He led Apple's businesses across the Americas and

Northeast Asia, and early on in his career, co- led McKinsey's global strategy practice. Beck considers himself extremely fortunate to have had his global experiences. He was working in Hong Kong, China, and Southeast Asia in the mid- and late- 90s during the Asian Financial Crisis and the Hong Kong turnover, and living in Shanghai from 1999 through the early 2000s. He and his family lived in Tokyo from 2010 to 2014. And he has been at the forefront of global affairs and change on things for which he is deeply passionate.

His military career also demonstrates a deep appreciation for global affairs. Beck's duties as an intelligence officer have brought him extensive experience throughout the Asia Pacific Theater, both overseas in Japan, Korea, and at sea, and at US Pacific Command headquarters in Pearl Harbor. In addition, his military assignments have positioned him at the forefront of joint inter-agency counter-terrorism and as part of US Navy SEAL teams on the other side of the world, in the Middle East and North Africa. From 2006 through 2007, Beck served with a joint special operations task force, completing three tours in Iraq and Afghanistan. He was awarded the Bronze Star Medal, Combat Action Ribbon, and Presidential Unit Citation for his service on those deployments.

Not surprisingly, he views war as the thorn of his military experience. "War is the worst thing that human beings have ever invented." Conversely, the rose is that "War can bring out the best in people. I've had the privilege of serving with truly amazing people whose heroism and selflessness is awe-inspiring and remains inspiring to me. To witness that, to be part of that, and to have relationships and friendships with people from all parts of America, from all walks of life and of all dimensions, who've become brothers and sisters through service, is one of the deepest honors of my life." War also, according to Beck, "Can help focus the mind on what matters in life." He finds that when adverse events occur in public service, in his civilian career or personal life, Beck attempts to remind himself of those hard-won lessons about the things that matter and the things that don't.

Beck asserts that he felt different from the first day he put on his Navy uniform and took the oath. He sensed that he had a responsibility

to his country, something he wanted and that he was a part of something larger than himself. And he believes that for all the years he has served, those two feelings centrally still reside with him today. Beck loves his civilian career. That said, he also says that he has frequently found it easier to get up at 4 am to stand the most boring watch in uniform than to get up an hour later and do something most would find more interesting in his day job. And that is because there is something different about serving people and being part of something much more significant than himself, especially in the unique way that military service provides.

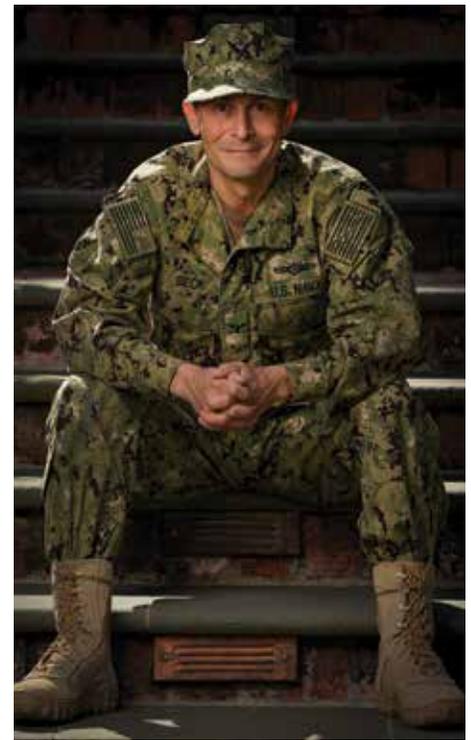
Fortunately, he found a civilian environment where he feels at home. Akin to his military career, at Apple, Beck believes he is doing something that matters. He perceives his work at Apple allows him to be part of something bigger than himself. He is grateful to be working beside people who are incredibly talented and who share those values. "Apple is a company filled with people who wake up every morning trying to make the world a better place with all that we do. That is what led me to Apple after I came home from Afghanistan, and why I still love it ten years later."

Is there an intersection between these two vastly different careers? Beck suggests that there is a ton of cross-pollination with the skills he learned in the military that benefited his work at Apple, and conversely, the skills he learned in his civilian career that benefitted him in the military. There also exists a cross-pollination of disciplines. With his uniform on, Beck helped found the Defense Innovation Unit (DIU), an entity initiated by Secretary Ash Carter with offices in Silicon Valley, Austin, Boston, and the Pentagon. Beck currently leads the Joint Reserve Component of DIU, which is a fast-moving government entity that

helps the rest of the Defense Department work with companies – from startups to the mega concerns – to create innovative solutions through the use of emerging technologies in support of our national security. Beck points out that technological innovation has always been key to America's competitive advantage and strength in winning wars and helping keep the global peace, something probably not surprising to anyone in the Valley.

Most individuals have difficulty balancing one career and family. How does one balance multiple? The art of balance requires constant focus on assessing what is most important and making hard decisions, according to Beck. "It's hard to do, and the central ongoing challenge of my life." Beck has been capable of managing the balance of the dual careers and his advisory functions, something he's not going to pretend that he always manages optimally, thanks to the support of great partners. He is exceedingly grateful and credits his wife Kim, first and foremost, who he says has borne at least as much of his service as he has, along with his children, Sophia and Thomas, and his teammates at work and in the military, all of whom have been supportive of allowing him to do what he does.

There has been a high value of having the military experience run side-by-side Beck's civilian role. "No matter what's going on in my civilian career, taking that time, whether a couple of weeks or just a few hours, to become immersed in a different set of problems and focused 100 percent on serving my country, has always helped to recharge me. Spending that time working and learning alongside a set of amazing American teammates who share that value of service, whether active duty or reservists who are also living this dual career life, is something that is reinforcing and gives me strength."



Doug Beck hopes that at the end of his journey that he is "remembered as a good husband, father, friend, teammate, and as someone who tried to contribute to the world around him." As for his heroes? This hero believes that "There are so many people from history whose examples have provided enormous inspiration in integrity, resilience, service, and commitment. But for me, the greatest heroes have been much closer to home. I've had the privilege of serving alongside such true American heroes that the heroes that have had the greatest impact on me are people I have watched do unbelievable, selfless, and courageous things with my own eyes. The vast majority of them are people you will never hear of. But we all benefit every day from their sacrifice."

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