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Hiro Rodriguez Selected for Department of Defense Elite JCOC Program

Elite Group Of Leaders Engage With Pentagon Officials, Top Military Commanders And Members Of All Service Branches In A Hands On, Full-Immersion Experience



Hiro Rodriguez, Chief of Staff to Keith Krach, former chairman and CEO of DocuSign and Ariba (Photo: Business Wire)

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SAN FRANCISCO--([BUSINESS WIRE](#))--Hiro Rodriguez, Chief of Staff and Director of Executive Engagement at DocuSign, has been selected to participate in the 91st Joint Civilian Orientation Conference (JCOC 91) hosted by the Secretary of Defense. The JCOC program is the oldest and most prestigious public outreach and full immersion program in the Department of Defense.

As a JCOC participant, Hiro Rodriguez will engage hands-on at the Pentagon and military installations, alongside senior military officials and U.S. Service members. He will gain a better understanding of the roles and mission of the U.S. Armed Forces; their skills, capabilities and equipment employed in defense of our nation. The JCOC program directly links to the Department's Know Your Military (#KYM) initiative, which is designed to help close the growing civilian-military divide by educating the American public about their military.

“Hiro Rodriguez is a quintessential next generation transformational leader as demonstrated by his strategic intellect, work ethic and principled leadership,” said JCOC alumnus Keith Krach, former Chairman/CEO of DocuSign and Ariba. “The JCOC experience was instrumental in my commitment to someday serve the nation and I could not think of a more ideal candidate to harness the strategies, practices and policies of our armed forces for the betterment of the world’s business, social and public sectors.”

“I genuinely believe in the value and power of integrating our military's leadership and influential civilians in an effort to develop the next generation of transformational leaders,” said U.S. Army (Ret.) four-star General Stanley McChrystal. “The JCOC is a one-of-a-kind program that positions individuals such as Hiro to learn principles that are gained through a lifetime of military service and bring them back to their communities. I am confident he will represent the private sector well at JCOC.”

“Hiro is both a ferocious learner and a willing leader. He is a true Multiplier and a transformational leader in the making,” said Liz Wiseman, best-selling author of Multipliers. “Through our interactions, I have always been impressed by his passion, kindness, positivity and results-oriented mentality. I could not be more thrilled for him to receive such an amazing honor.”

“Over the years, I have come to know Hiro as a thoughtful problem-solver and a hard-working, results oriented leader,” said Dan Goldin, longest-standing NASA Director. “The lessons Hiro will gain from his JCOC experience will undoubtedly have a ripple effect across our country through the multitude of companies, governments, people, and executives he will impact in the future.”

The objectives of the JCOC public liaison program are to:

- **Educate and inform participants about the strength and readiness of the U.S. Armed Forces through personal observation of Army, Marine Corps, Navy, Air Force, and Coast Guard operations**
- **Provide a better understanding of the rewards and challenges of military service**
- **Provide the American public opportunities to obtain a better understanding of national defense policies and programs through the eyes of those JCOC participants who have spent time with their military**

“As a never-ending seeker of the most effective leadership principles, I am very confident Hiro will take the lessons from our country's military leadership and apply them to the many organizations he will influence throughout his life,” said Mike Depatie former CEO of Kimpton Hotels. “Hiro is a truly impressive young man poised for success no matter what his future endeavors may be.”

“Among such a select group of influential executives, Hiro will be a strong representative of Silicon Valley and millennials across the country,” said JCOC alumnus Marc Carlson, former senior executive of DocuSign and Ariba. “As a capable leader with reach across multiple countries, companies, industries and executives, Hiro will undoubtedly be an effective ambassador to share the importance and mission of our country's military back to the civilian community.”

“Hiro has always been a supporter of causes greater than himself. He continues to make a lasting and positive impact on his community through his efforts of supporting various organizations including City Year,” said Michael Brown, CEO of City Year. “I am proud to call Hiro a friend and I am thrilled to see how the JCOC will transform him as a leader, father, and community influencer.”

“On many occasions I have had the privilege of witnessing Hiro's unique ability to quickly and genuinely connect with everyone he meets--from the receptionist to the board room,” said Curtis Feeny, Managing Director at Silicon Valley Data Capital, board member, Khan Academy, CBRE, Staples and JCOC alumnus. “Similar to the impact

JCOC had on my life, Hiro will forever be touched by our country's military prowess and will spread the positive message across the country.”

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