

A large orange graphic on the left side of the page, resembling a stylized letter 'B' or a speech bubble, with a grid of blue squares on its right side. The grid is composed of squares of varying shades of blue and white, arranged in a pattern that tapers to the right.

AT&T Operation Hand Salute

Hicks Consulting Group – Mentee "Success Story"

Many who have achieved true success would argue that a strong sense of competitiveness and discipline are needed to succeed in any given field. Darren Hicks, a former Ski racer at the University of Reno and Navy SEAL, is a great example of what a person can accomplish with laser focus and a positive mental attitude. The competitive nature he developed as a Ski racer in college and the life experiences drawn from his service in the Navy, have been key to his career success as president of Hicks Consulting Group.

As a Navy SEAL, he lived a warrior lifestyle and was in a combat role for most of his tour of duty. In the aftermath of the September 11, 2001 attacks, Darren was dispatched to Afghanistan where he remained intermittently for approximately two years, until he suffered a back injury. Following the injury, Darren transitioned into a different role within the Navy becoming a SEAL instructor, which enabled him to mentor young men; one of his most rewarding experiences.

Everything he ever learned from his experience as a Navy SEAL – which includes his ability to provide directional clarity to peers, use simple concise language, and lead by example – he now applies this to his business that saves clients time and money. In 2005, Darren started as a recruiter at Hicks Consulting Group and quickly rose through the ranks to become president and CEO in the spring of 2007.



The company is a family-owned business, headquartered in Walnut Creek, California which was previously run by his father David Hicks. Hicks business provides technology solutions for companies wishing to be more cost effective in their recruiting and staffing efforts. For more than 30 years they have been providing Information Technology Solutions and Project Staff Augmentation to hundreds of public corporations, privately held companies, and government institutions.

Darren describes his job as extremely “rewarding” because it helps qualified candidates find jobs and major corporations find the right candidates with optimal skill sets. Among some of his major clients are Safeway, Wells Fargo, the University of California System and Berkeley Lab. Darren said “Hicks Consulting Group believes in creating relationships with our clients in order to fully understand the scope of their Information Technology (IT) projects, the tools they use, and the internal culture of the company and group, so that we provide an IT resource that is the right fit every time.”

What is the key to his success? Applying the same analytical principles and problem solving skills he learned during combat to his everyday business operations, which enable him to identify qualified individuals and place them in rewarding careers. His passion is finding jobs for people with unique sets of skills and matching them with those that need them.

Satisfied clients, efficient operations, and high productivity at the workplace are not things Darren takes lightly. A strong work ethic, discipline and determination have been keys to his success. Although his transition from a “warrior” lifestyle was challenging, his determination set the tone for his future success and the success of those who surround him.

And as if his job doesn’t keep him busy enough, Darren also takes time to give back to the community by helping advocate to other DVBE businesses and supporting organizations like Veterans2Work, a non-profit organization dedicated to helping



special-needs veterans find work to fit their individual cases. He's a member of the DVBE Alliance and is a supporter of the Navy SEAL Warrior Fund. Hicks Consulting Group is a certified Disabled Veteran Business Enterprise and Disabled Veteran Owned Small Business, which enables it to provide solutions for its client's diversity initiatives. Hicks Consulting Group will be a mentee for AT&T's new Operation Hand Salute program.