

# Salute

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## ON THE CUTTING EDGE

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By DONNA BOYLE SCHWARTZ

Veterans looking to serve in a “mission-oriented” work environment in the evolving and innovative technology sector need look no further than Overwatch, a strategic consultancy of industry and military veterans with deep expertise in mission-critical operations and management.

Helmed by chief executive and former Navy nuclear submariner Kirk Offel, Overwatch is an organization dedicated to providing comprehensive solutions for mission-critical environments. Overwatch specializes in the design, construction, and management of state-of-the-art data centers, which are essential for the seamless operation of modern digital infra-

structure. The company’s services encompass everything from initial consultation and design to construction management and ongoing maintenance. The company also provides professional services and talent acquisitions in technology, branding, and media.

“The idea for Overwatch came from my military background and the term ‘Overwatch,’ which refers to a tactical support role in modern warfare,” Offel explains. “I wanted our clients to feel supported and protected, just like military teams do in combat. Experiencing delays in staff augmentation during my previous roles, I realized the industry needed a more efficient



solution. We didn't think the industry needed another staff augmentation business, we simply felt that it needed a better one. So, we started Overwatch with a very clear goal and an even much clearer purpose, which is to stop the cycle of suicide within the veteran community, and support veterans' initiatives around the country.

"Our strong connection to the military community is reflected in our corporate culture," Offel continues. "We actively participate in initiatives and events that support veterans and their families, emphasizing social responsibility and community engagement. This dedication to service and excellence is at the heart of everything we do at Overwatch."

Offel joined the Navy in 1995 and served on the nuclear fast attack submarine SSN-691. "This experience instilled in me a commitment to precision, reliability, and the true meaning of 'mission critical,'" he recalls. "Coming from a lineage of military service, these values are deeply ingrained in me. My father and grandfather

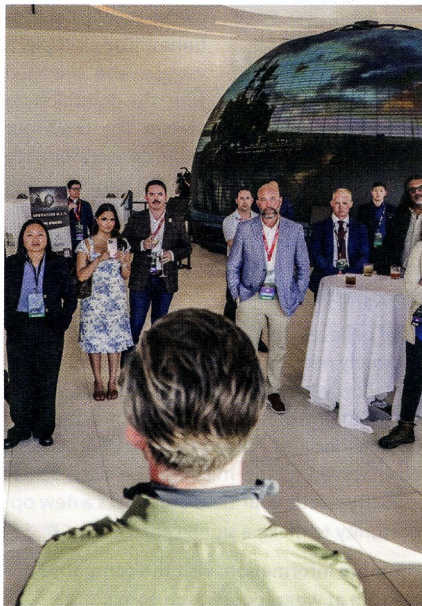
both served, and their dedication to service has profoundly influenced my own career path."

After the service, Offel held executive roles at companies including Medtronic, Eaton, Hewlett-Packard, CyrusOne, and Aligned Data Centers where he "honed my skills in leadership, strategic planning, and technical expertise. These roles equipped me with the experience necessary to lead Overwatch, where we specialize in ensuring the seamless operation of our clients' critical infrastructure.

"In an effort to foster a sense of community and collaboration among data center professionals, I founded the Data Center Austin Conference (DC/AC)," he continues. "This technical summit is a platform for us to tackle the industry's future capacity challenges together, sharing knowledge and pioneering new solutions. Additionally, I launched the Data Center Revolution podcast, which enables me to highlight and converse with the brain trust of the data center industry."

According to Offel, Overwatch serves a critical need both for veterans and the technology industry. "Experts project a 'silver tsunami' in the data center profession within the next five to ten years, creating a shortage of over 300,000 individuals needed to maintain the status quo," he asserts. "This industry not only needs highly skilled people, like veterans, to help build the infrastructure for the cloud and AI, but also values those who have served a higher mission. With over 250 support roles within the data center industry, there are ample opportunities for veterans to reinvent themselves in the civilian landscape. Join us in building the future of digital infrastructure.

"At Overwatch, we believe in serving with the same honor and precision that defined our military careers," Offel adds. "Our team, many of whom are veterans, bring the principles of duty, discipline, and excellence to every project, ensuring the utmost reliability and security for our clients' critical operations. We are committed to leveraging cutting-edge technology and



best practices to keep our clients' data centers operating at peak performance, minimizing downtime and maximizing efficiency."

Offel has initiated numerous programs to prioritize veterans' well-being and help them find meaningful careers and flourish in business; these initiatives include:

**Ambassador Program:** Designed to bolster the support and success of veteran-owned organizations

**Veterans Apprenticeship Program:** The OVITA™—Overwatch Veterans in Transition Apprenticeship program—offers a structured six-month training curriculum designed to equip veterans with the necessary knowledge and skills to thrive in the data center industry. The investment by Overwatch not only underscores the company's commitment to social responsibility but also aligns with its strategic interests in cultivating a skilled workforce.

**Operation Heroes in Transition:** Designed to empower transitioning veterans post-service, alleviate labor shortages, and reduce the veteran suicide rate through the data center industry.

**anchors of Hope:** A mission to decrease suicide rates among veterans, first responders, and military spouses

**Veteran Alliance Foundation:** OVAF is a 501c3 specifically created to boost and financially back an array of veterans' charitable causes. OVAF handles immediate support needs such as rent assistance and health services for veterans and their families, addressing short-term needs that help stabilize their situations as they transition


out of the military. OVAF operates primarily on donations from a variety of sources including individual philanthropists, corporate sponsors, and charitable foundations.

"Overwatch's multifaceted approach ensures that veterans are not only prepared for immediate entry into the workforce but are also equipped for long-term success and stability," Offel explains. "Whether through direct career training and placement in the data center industry or

through essential support services via our non-profit, Overwatch is dedicated to honoring the service of veterans by helping them thrive in their post-military lives.

"Overwatch has supported hundreds of veterans and their families through programs focused on immediate needs and long-term career goals," Offel continues. "For example, a veteran who struggled with the transition to civilian life used our technical workshops to secure a role managing a large data center. We

also provide financial assistance to help veterans and their families focus on their health and career development."

Offel believes that veterans have a unique skill set sorely needed by the technology sector. "To my fellow veterans, remember the courage and commitment that brought you into the military," he declares. "Only 1 percent of Americans have served in the military. The data center industry needs your skills and offers a new opportunity to make a significant impact." 

For more information, visit the company's website at [weareoverwatch.com](http://weareoverwatch.com)







## Documentary Film Provides Scholarship Funding

Proceeds from a new, veteran-led documentary film, *Triple 7: They Said It Couldn't Be Done*, are going to benefit the children of fallen or severely injured military troops.

Spearheaded by retired Navy SEAL Mike Sarraille, the film aims to raise \$7 million for Folds of Honor, providing educational scholarships to military children.

Overwatch was a top sponsor for this film, which was produced by the veteran-led Legacy Studios and premiered in May. "Ticket proceeds from the film are going directly to Folds of Honor to provide education scholarships for children of fallen or severely injured military members," points out Overwatch CEO Kirk Of-fel. "Having a for-profit business enables you to drive resources to doing good within communities across the country."

*Triple 7* presents a compelling narrative through the eyes of valorous service members, serving as a testament to their bravery and as a reminder that freedom is safeguarded at great costs—costs borne not only by those in uniform but also by their families. The Triple 7 Expedition

achieved a feat the international skydiving community labeled as "impossible."

The Triple 7 team completed skydives on all seven continents in just six days, six hours, and six minutes, setting four world records in the process. Each of the seven jumps paid tribute to a fallen U.S. military service member: Michael Monsoor, David McDowell, Robert Ramirez, Marc Lee, Dave Hall, Lou Langlais and Matthew Abbate, honoring their sacrifice and keeping their legacies alive.

The film provides a glimpse at the real life of common men attempting to do heroic things to remember the fallen, and weaves powerful testimonies and personal stories that resonate deeply with the values of patriotism, resilience, and an unwavering commitment to the nation. As members of the Global War on Terror, these men are no stranger to combat in Iraq, Afghanistan, and other battlefields around the globe. The film honors veterans and prompts viewers to reflect deeply on the freedoms they enjoy and the legacy of our great nation.