

ALUMNI PROFILE



Daniel Beckerman '02: Wealth Manager

by *Jordan Chapman*

"Being accepted to the Honors College gave me something to live up to. It inspired me..."—Daniel Beckerman '02

Daniel Beckerman '02 lives up to the saying "If you love your work, it isn't work at all."

As the president of [Beckerman Institutional LLC](#), a registered investment advisory firm in Red Bank, New Jersey, Mr. Beckerman, with his company, is dedicated to providing customers with quality financial services at a reasonable cost.

The [Adelphi Honors College](#) graduate said he's always had an acute interest in finance. "If I were not in the industry, I would still do much of the same kind of research and analysis for myself. So my position is a fairly natural fit for me," he said. But despite his success in a field he loves, he never expected the kind of job he is now in.

"From a young age I was fascinated by (investments) and the stock market," Mr. Beckerman said, an interest largely cultivated by his grandfather's decision to buy him a portfolio of stocks to help him get through college.

"The more I worked in the industry the more interested I became," he said. "Finance is an area where you can open a door and find that it leads to all these other doors. There is always more to learn and I enjoy that process." But he decided to start his own company because he witnessed some situations that he believed Beckerman Institutional could handle better, particularly when it came to sales quotas or the conflicts of interest imposed on representatives at many major financial companies.

Mr. Beckerman said he couldn't have gotten where he is without the Honors College.

"I felt very lucky to have been a part of it," he said. "From the moment that I entered and interviewed there, I knew that there was something special about it," he continued, noting the familial atmosphere the faculty and administration promote for their students.

The Honors College curriculum also helped mold his voracious appetite for reading, which is a must in the ever-changing landscape of finance. "Being accepted to the Honors College gave me something to live up to," he said. "It inspired me to study harder than I would have otherwise....It definitely provided me with a competitive edge."

What's the most enjoyable aspect of Mr. Beckerman's job? Ironically, or perhaps fittingly, it's an aspect the Honors College tries to instill into each of its students on a daily basis. "[In this industry] there are always new things to learn and to study. So I continually have the opportunity to learn new things and to grow intellectually."

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