10 Quotes from Tim Cook on Inspiration, Intuition and Everything In Between

When Tim Cook was named CEO of Apple in October 2011, he knew he had big shoes to fill. Yet, the Apple employee never attempted to be Steve Jobs, or anyone else for that matter: He knew himself, and trusted his gut.

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Born in Robertsdale, Ala. in 1960, Cook graduated second in his high school class, going on to study at Auburn University and finally Duke University for his MBA, graduating in the top 10 percent.

Immediately securing lofty positions at companies like IBM and Compaq Computers, it was his unexpected yet brilliant decision to transfer to Apple in 1998 that catapulted Cook's career. Calling the move "My most significant discovery so far," in a commencement speech to Auburn's class of 2010, Cook claims the decision came from within: the voice of intuition said "Go west, young man, go west."

Since Cook was named CEO, Apple acquired Beats, released the Apple Watch and AirPods, and has seen stock soar. Check out these 10 quotes from the technology leader and innovator behind the products we use every day.