
David Hagenbuch Biography

David Hagenbuch is a person of many passions, including a deep desire to encourage moral marketing. His unique educational background and work experience have equipped him to become a leading champion of marketing that is both effective and ethical.

A Passion for Marketing

David graduated summa cum laude from Messiah College with a B.S. in marketing, after which he earned an M.B.A. with marketing concentration from Temple University. He then worked for nearly ten years in two marketing-related positions, first as a corporate sales analyst for a national Christian radio network and then as a partner in his family's specialty advertising agency where he managed daily operations, handled several major accounts, and performed graphic design.

In 2014, Dr. Hagenbuch created Mindful Marketing (<http://www.mindfulmarketing.org/>), a unique concept and web-based organization dedicated to encouraging ethical marketing. He writes a weekly blog about current moral issues in marketing titled [*Mindful Matters*](#).

A Passion for Teaching

David returned to Messiah in 2000 as an instructor in marketing. A few years later he earned a doctorate in business administration (D.B.A.) with marketing concentration from Anderson University. Now as a full professor, he teaches marketing and ethics classes, many of which include service learning projects for local nonprofits.

In 2010, David's "Service-Learning in Global Marketing" was selected as a Top Ten Best Practice Program by the Business Task Force of the U.S. Summit & Initiative for Global Citizen Diplomacy, in Washington, DC. In 2013, he was the recipient of the Christian Business Faculty Association's annual [Teaching Award](#).

A Passion for Serving

David has served in a variety of leadership roles at Messiah College including Community of Educators Senator, Chair of the Ranked Faculty, Co-Chair of the Department of Management & Business, and Chair of the Community of Educators. In addition to supporting other taskforces and teams, he serves as an advisor to both the Messiah College Marketing Club and the Messiah College Business Alumni Association.

David also serves as an advisor to other organizations, including businesses, churches, and government agencies, helping them approach their marketing holistically and strategically. A few of his specific areas of expertise include attitude-based research, corporate social responsibility, and branding. His professional affiliations include the American Marketing Association (AMA) and the Christian Business Faculty Association (CBFA).

A Passion for Writing and Speaking

David is the author of [*Honorable Influence: A Christian's Guide to Faithful Marketing*](#), published by Aldersgate Press. In this unique book, David describes how marketing can increasingly become a force for good that both honors God and rightly impacts others.

David has presented papers at many professional conferences, and he has been published in academic journals that include *the Journal of Marketing Education*, *Services Marketing Quarterly*, *Christian Scholars Review*, *Christian Business Academy Review*, and *Business and Society Review*. He also has had many popular press articles published in media such as *Marketing News*, *Entrepreneur.com*, *CommPro.biz*, and *Forbes.com*. In addition, David has been a guest on WITF's Radio Smart Talk, and he's been quoted in media that include *The Boston Globe*, *U.S. News & World Report*, and *The Christian Science Monitor*.

David enjoys speaking to groups of all types and sizes about marketing related topics, especially ones involving ethics and marketing's contribution to the greater good. His extensive teaching background and keen sense of humor make him an interesting and engaging speaker.