

## DAVID J. HAGENBUCH – VITAE – JUNE 2016

Professor of Marketing  
Messiah College  
One College Avenue · Suite 3042  
Mechanicsburg, PA 17055

Email: davidhagenbuch@gmail.com

### EDUCATION:

Doctorate of Business Administration  
Anderson University, Anderson, IN  
Major: Marketing

Master of Business Administration  
Temple University, Philadelphia, PA  
Major: Marketing

Bachelor of Science  
Messiah College, Mechanicsburg, PA  
Major: Marketing  
*Summa Cum Laude* graduate

### EMPLOYMENT:

August 2015 to present

*Professor of Marketing*, Messiah College, Mechanicsburg, PA

- Serving as a full-time ranked faculty member in the Department of Management & Business
- Teaching undergraduate courses in Marketing and Ethics
- Advising 30 or more students
- Leading students in service-learning marketing projects for nonprofit organizations including the Salvation Army, Hope International, Fellowship of Christian Athletes, and the Children's Miracle Network
- Conducting research and writing in areas such as marketing ethics, branding, and corporate social responsibility
- Writing popular press articles and a weekly blog
- Serving as faculty advisor to the Messiah College Business Alumni Association, helping to plan and implement the organization's events
- Serving on the College's Internship Advisory Committee for Experiential Learning
- Serving as advisor to the Messiah College Marketing Club
- Serving as Chair of the Community of Educators
- Served as COE Senator, Steering Committee Member, and Vice Chair of the Community of Educators

August 2000 to July 2015

*Instructor, Assistant, and Associate Professor of Marketing*, Messiah College,  
Mechanicsburg, PA

- Served as a full-time ranked faculty member in the Department of Management & Business
- Served as Chair of Messiah College's Ranked Faculty
- Served on the College Council committee
- Served on the Provost's FTE Review Group
- Advised Messiah College's Students in Free Enterprise (SIFE) club
- Taught Global Marketing in Europe and India for Messiah College's International Business Institute (IBI)
- Taught a unique service-learning course in which students learn personal selling as they raise real support for nonprofit organizations. One class raised over \$15,000.
- Served as a senator for the Community of Educators (COE) and as a member of the COE steering committee
- Partnered with Messiah College's Office of Development to plan and implement special business-related events and student scholarship initiatives
- Served on the Middle States Accreditation Subcommittee on Planning, Resource Allocation/Renewal and Institutional Resources
- Served on various search committees including ones for faculty positions in marketing and accounting as well as for the Dean of the School of Business, Education, and Social Sciences
- Served on the College's Student Retention Committee
- Served on the College's Strategic Planning Leadership Team for communication of the value of a Messiah College education
- Served as advisor to South Side Café and the Messiah College Marketing Club
- Served on the Task Force for Master's in Business Administration and Strategic Leadership
- Led the Management and Business Department's Service Day Team
- Served on the Executive Leadership Series Planning Committee
- Led research that analyzed demand for Messiah College on-line courses
- Served on the Graduate Programs Market Research Task Force
- Served as IBI Faculty Representative for Messiah College applicants
- Served on the Brainstorming Task Force for Messiah College's Centennial Celebration
- Served on Survey Software Task Force
- Served on Scantron Replacement System Task Force
- Served as Co-Chair of the Department of Management & Business, 2011-2015
  - Led the Department's strategic planning process
  - Promoted the Department to prospective students and other key stakeholder groups
  - Engaged alumni and other members of the business community
  - Encouraged students' academic and professional development
  - Supported faculty members' development and evaluating performance
  - Led the Department's Business Advisory Board
  - Helped to plan, implement, and analyze the Department's assessment and accreditation work

- Recreated the Department's website to reflect a new branding strategy and to adapt to the College's new content management system (CMS)
- Led Management & Business students in creating and implementing a social media strategy for the Department

July 1994 to September 2000

*Partner, John-David Advertising, Danville, PA*

- Managed daily operations of company that served over 1,200 business accounts located across the country and sourced products from domestic and international vendors
- Oversaw customer service and sales support functions
- Recruited and hired sales and support personnel
- Awarded employee incentives and managed discipline and discharge
- Produced all of the firm's in-house computer graphic artwork including original logo creation, imprint layouts, art touch-up, and brochure design
- Served as account representative for several of the company's largest clients, including Geisinger Health System and Merck Cherokee Plant
- Personally sold over \$350,000 in products in 1999 to organizational clients

July 1991 to July 1994

*Corporate Sales Analyst, Crawford Broadcasting, Blue Bell, PA*

- Worked closely with the Corporate Sales Manager and the Company's owner during period of unprecedented growth from seven to thirteen radio stations
- Developed and implemented corporate sales policies and administration systems that enabled control of sales performance at stations across the nation
- Trained salespeople in corporate philosophy and procedures
- Critiqued radio ads and strategized key accounts
- Evaluated salesperson performance and recommended corporate response

**OTHER PROFESSIONAL EXPERIENCE:**

August 2014 to Present

*Founder and Director, Mindful Marketing, [www.mindfulmarketing.org](http://www.mindfulmarketing.org)*



- Created the Mindful Marketing concept, brand, theme, website, and social media platforms
- Developed the proprietary Mindful Matrix™ and Mindful Meter™
- Writing a regular blog post entitled *Mindful Matters*
- Casts a vision for Mindful Marketing to be a nationally recognized voice and venue for marketing ethics

October 2014 to Present

*Contributing Author, Entrepreneur.com*

- Writing articles on the themes of business ethics and purpose
- <http://www.entrepreneur.com/author/david-hagenbuch>

**RECENT TEACHING ASSIGNMENTS:**

Marketing Principles	Consumer Behavior
Personal Selling	Global Marketing
Marketing Management & Strategy	Advertising Ethics—Honors

**RECOGNITION AND HONORS**

Best Practice in Teaching Paper Award for “Should Advertising Shock?” a paper presented at the 2014 Christian Business Faculty Association national conference in Nashville, TN

Christian Business Faculty Association Teaching Award, 2013

“Service-Learning in Global Marketing” selected as a Top Ten Best Practice Program by the Business Task Force of the U.S. Summit & Initiative for Global Citizen Diplomacy, Washington, DC, November 2010

Harry R. Hitchcock Chair of Business & Management, 2007-2009

**PUBLICATIONS:**

June 14, 2016	"Athlete's 'flops' bruise their brands," article on Entrepreneur.com. <a href="https://www.entrepreneur.com/article/276611">https://www.entrepreneur.com/article/276611</a>
February 5, 2016	"What Super Bowl ads can teach entrepreneurs about marketing," article on Entrepreneur.com. <a href="https://www.entrepreneur.com/article/270355">https://www.entrepreneur.com/article/270355</a>
Fall 2015	"Should advertising shock?" <i>Journal of Biblical Integration in Business</i> , 18, 54-66.
Fall 2015	"Dialogue: response to Cafferky," <i>Journal of Biblical Integration in Business</i> , 18, 71-72.
November 5, 2015	"Fantasy sports sites like DraftKings and FanDuel trick people into believing everyone wins big," article on Quartz. <a href="http://qz.com/541446/fantasy-sports-sites-like-draftkings-and-fanduel-trick-people-into-believing-everyone-wins-big/">http://qz.com/541446/fantasy-sports-sites-like-draftkings-and-fanduel-trick-people-into-believing-everyone-wins-big/</a>
October 5, 2015	"3 infallible principles for personal branding from Pope Francis," article on Entrepreneur.com. <a href="http://www.entrepreneur.com/article/251326">http://www.entrepreneur.com/article/251326</a>
August 7, 2015	"Calvin Klein's new sexting ads are not only unethical, they may not even be effective," article on theConversation.com.

- <https://theconversation.com/calvin-kleins-new-sexting-ads-are-not-only-unethical-they-may-not-even-be-effective-45676>
- June 12, 2015 "FIFA corruption: Why morality matters more than legality," article on CommPro.biz.  
<http://www.commpro.biz/marketing/fifa-corruption-why-morality-matters-more-than-legality-commentary/>
- May 12, 2015 "Businesses shouldn't profit at their customers' expense," article on Entrepreneur.com.  
<http://www.entrepreneur.com/article/245979>
- April 24, 2015 "What listening says about your brand," article on Entrepreneur.com.  
<http://www.entrepreneur.com/article/245299>
- Spring 2015 "Beyond association: How employees want to participate in their firms' corporate social performance," with Stephen Little and Doyle Lucas, *Business and Society Review*, 120, 83–113.
- March 20, 2015 "Put authenticity into your celebrity endorsements," article on Entrepreneur.com.  
<http://www.entrepreneur.com/article/243512>
- March 18, 2015 "Shock advertising: A good way to 'ad-dress' abuse?" article on CommPro.biz. <http://www.commpro.biz/marketing/shock-advertising/>
- March 13, 2015 "2 key lessons in brand building," article on Entrepreneur.com.  
<http://www.entrepreneur.com/article/243284>
- February 1, 2015 "Here's what Super Bowl advertisers need to do to win the big game," op-ed on *PennLive.com*,  
[http://www.pennlive.com/opinion/2015/02/heres\\_what\\_super\\_bowl\\_advertis.html](http://www.pennlive.com/opinion/2015/02/heres_what_super_bowl_advertis.html)
- January 26, 2015 "Why Uber, like any business, should not act first and ask for forgiveness later," article on Forbes.com.  
<http://www.forbes.com/sites/forbesleadershipforum/2015/01/26/why-uber-like-any-business-should-not-act-first-and-ask-for-forgiveness-later/>

- January 16, 2015 "The 4 pillars of ethical enterprises," article on Entrepreneur.com.  
<http://www.entrepreneur.com/article/240035>
- December 10, 2014 "The 3 gifts entrepreneurs provide the world," article on Entrepreneur.com.  
<http://www.entrepreneur.com/article/240568>
- November 4, 2014 "What's your purpose? 5 reasons you need to set one for your business," article on Entrepreneur.com.  
<http://www.entrepreneur.com/article/238720>
- October 16, 2014 "What's the best way to market your charitable giving?" article on Entrepreneur.com.  
<http://www.entrepreneur.com/article/238256>
- September 2, 2014 "Profit shouldn't be a dirty word – here's why," op-ed in *The Patriot-News*, Harrisburg, PA.
- September 13, 2013 "Middleman in an intergenerational workplace," article in *The Central Penn Business Journal*, Harrisburg, PA.
- August 21, 2012 "Starting from scratch: College students should build their personal brands," op-ed in *The Patriot-News*, Harrisburg, PA.
- Spring 2011 "Is there overrepresentation of students of color in Christian higher education advertising and do students care?" *Christian Business Academy Review*, 7, 93-106.
- November 6, 2011 "Viewing business as a 'calling' benefits society," op-ed in *The Patriot-News*, Harrisburg, PA.
- Spring 2011 "Understanding Student Attitudes toward Majoring in Human Development and Family Science," with Raeann Hamon, *Family Science Review*, 16, 1-21.
- July 5, 2010 "10 tips for succeeding in business school and beyond," posted on StudentAdvisor Blog, an on-line publication of Avenue100 Media Solutions Inc., a subsidiary of The Washington Post Company.
- September 2008 "Marketing as a Christian vocation: Called to reconciliation," *Christian Scholars Review*, 48, 83-96.
- July 2008 "Understanding satisfied and affectively committed clients'

	lack of referral intent," with Michael Wiese, Jenny Dose, and Michael Bruce, <i>Services Marketing Quarterly</i> , 29, 24-74.
April 2006	"Service learning inputs and outcomes in a personal selling course," <i>Journal of Marketing Education</i> , 28, 26-34.
September 10, 2001	"Logos should work on paper & products," <i>Marketing News</i> , 35, 14.
<b>CONTENT CONTRIBUTOR:</b>	
April 22, 2016	"Ask the experts: Corporate responsibility, financial literacy & branding" by John Klernan, WalletHub.com
March 29, 2016	"Liar, liar: Top money lies Americans are comfortable with" by Geoff Williams, AOL.com.
February 5, 2016	"Super Bowl Commercials" interview with Keith Quesenberry by Scott Lamar, host of <i>Smart Talk</i> , WITF Radio.
January 14, 2016	"Jeb attacks Trump in new ad. Will going negative work?" by Husna Haq, <i>The Christian Science Monitor</i> .
November 30, 2015	"Daily fantasy sports companies offer differing messages to fans, courts" by Dan Adams, <i>The Boston Globe</i> on-line.
May 7, 2015	"Beware of companies that win when you lose" by Geoff Williams, <i>U.S. News and World Report</i> on-line.
December 18, 2014	"6 rookie mistakes last-minute shoppers often make" by Geoff Williams, <i>U.S. News and World Report</i> on-line.
September 23, 2014	"10 ways consumers are often duped" by Geoff Williams, <i>U.S. News and World Report</i> on-line.
<b>PAPERS PRESENTED:</b>	
February 2016	"Should advertising shock?" presented at the Messiah College Humanities Symposium, Mechanicsburg, PA.
October 2015	"Mindful Marketing: A branded approach for instilling marketing ethics," presented at the Christian Business Faculty Association national conference, Virginia Beach, VA.
October 2014	"Should advertising shock?" presented at the Christian Business Faculty Association national conference, Nashville, TN.

- October 2013 "Escaping overindulgence: How marketers might avoid encouraging excessive consumption," presented at the Christian Business Faculty Association national conference, Bourbonnais, IL.
- May 2013 "Do dissonant ad visuals cause consumers to discount prescription drug side effects?," presented at the American Marketing Association's Marketing & Public Policy Conference, Washington, DC.
- February 2013 "Escaping overindulgence: How marketers might avoid encouraging excessive consumption," presented at the Messiah College Humanities Symposium, Mechanicsburg, PA.
- November 2010 "Service learning in global marketing," presented at the U.S. Summit & Initiative for Global Citizen Diplomacy, Washington, DC.
- October 2010 "Overrepresentation of students of color in higher education advertising," presented at the Christian Business Faculty Association national conference, Lakeland, FL.
- October 2010 "Serving society by serving employees," presented with Doyle Lucas at the Christian Business Faculty Association national conference, Lakeland, FL.
- October 2009 "Serving society by serving employees," presented at the American Marketing Association's Frontiers in Service Conference, Honolulu, HI.
- November 2008 "Understanding students' attitudes toward majoring in human development & family science," presented with Raeann Hamon at the National Council on Family Relations conference, Little Rock, AK.
- November 2008 "Validating measures of philanthropic corporate social performance," presented with Steve Little and Doyle Lucas at the Christian Business Faculty Association national conference, Indianapolis, IN.
- October 2007 "Employee participation in corporate social performance: A new research agenda," presented with Steve Little and Doyle Lucas at the Christian Business Faculty Association national conference, Seattle, WA.
- April 2007 "Service learning in a personal selling class: Systems are the secret," presented at the Marketing Educators Association

national conference, San Antonio, TX.

February 2006 "Marketing as a Christian vocation: Called to reconciliation," presented at the Faith, Hope, and Work conference, San Diego, CA.

April 2005 "Marketing as a Christian vocation: Called to reconciliation," presented as part of Messiah College's Presidential Scholars Lecture Series, Grantham, PA.

October 2004 "Service learning outcomes in a personal selling course," presented at the Christian Business Faculty Association national conference, San Antonio, TX.

October 2001 "Morality for sale: Embracing a Christian ethic in the face of a business divestment," presented at the Christian Business Faculty Association national conference, Bourbonnais, IL.

**BUSINESS SEMINAR PRESENTATIONS:**

October-November 2014 "Christians in the Marketplace," led several classes in this weekly series at Mechanicsburg Brethren in Christ Church, Mechanicsburg, PA

November 2013 "Christian ethics in a secular workplace," led Adult Forum class at St. Stephen's Episcopal Church, Harrisburg, PA.

April 2013 "Mentoring," moderated a panel discussion for the Messiah Business Alumni Association networking breakfast, Lancaster, PA.

April 2011 "A conversation about family business," presented with Scott Heintzelman for the Messiah College Business Alumni Association networking breakfast, Lancaster, PA.

March 2010 "How to honor God and influence people," presented with Yvonne Martin as part of Mennonite Mutual Aid's Stewardship University, Lancaster, PA.

August 2004 "Creating a market-oriented business atmosphere," presented as part of the Core Four Business Planning Course of the Community First Fund, Harrisburg, PA.

**BUSINESS CONSULTING:**

May 2016	"Branding for Millennials," presented to the Next Generation Task Force of the Commonwealth of Pennsylvania, Harrisburg PA
Spring 2016	Analysis and evaluation of the marketing practices of West Shore Christian Academy, Mechanicsburg, PA
Fall 2015	Analysis and evaluation of the marketing practices of Messiah College's Graduate Programs in Business and Higher Education, Mechanicsburg, PA
Fall 2014	Analysis and evaluation of the marketing practices of Messiah College's Office of Alumni & Parent Relations and the Career and Professional Development Center, Mechanicsburg, PA
Fall 2013	Analysis and evaluation of Mennonite Economic Development Associate's and Christian Endeavor Mid-Atlantic's marketing practices, Mechanicsburg, PA
Fall 2012	Analysis and evaluation of the Messiah College Campus Store's and Textbook Express's marketing practices, Mechanicsburg, PA
January 2013	Analysis and evaluation of the Messiah College Early Learning Center's marketing practices, Mechanicsburg, PA
Fall 2011	Analysis and evaluation of the Center for Industrial Training's marketing practices, Mechanicsburg, PA
January 2011	Analysis and evaluation of the Apple Valley Creamery's marketing practices, New Berlin, PA
Spring 2010	Analysis and evaluation of the Broad Street Market's marketing practices, Harrisburg, PA
Spring 2009	Market research for Save-A-Lot Supermarket, Harrisburg, PA.
August 2008	"A Plan for Generating More Referrals," presented to Hamilton & Musser, P.C., Mechanicsburg, PA.
Spring 2008	Market research for Evangelical Theological Seminary, Myerstown, PA.
Fall 2007	Market research phase II for Messiah College's on-line

courses, Grantham, PA.

Spring 2007

Market research phase I for Messiah College's on-line courses, Grantham, PA.

Fall 2006

Market research for Capital Area Pregnancy Centers, Camp Hill, PA.

**CURRENT RESEARCH INTERESTS:**

Branding

Corporate Social Responsibility

Service Learning

Business, Marketing, and Advertising Ethics

**PROFESSIONAL AFFILIATIONS:**

The American Marketing Association

The Christian Business Faculty Association

Messiah College Business Alumni Association

**COMMUNITY SERVICE, PAST & PRESENT:**

Adult Sunday School and Children's Program teacher

Advertisement creation for various nonprofit organizations

Rec Department elementary boys basketball coach

Market research for various nonprofit organizations

Marketing Committee of the Pennsylvania Relief Sale

Workday volunteer for Brethren Housing Association

**OTHER SKILLS & APTITUDES:**

Software: Adobe Illustrator & Photoshop, Qualtrics Surveys, SPSS, Weebly Web Design

Language: Conversational Spanish