

Hagenbuch Biography • 1-30-11

Dr. David Hagenbuch holds a B.S. in marketing from Messiah College, an M.B.A. from Temple University, and a D.B.A. from Anderson University. Before teaching, he worked in business for nearly ten years, 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.

Dr. Hagenbuch teaches business ethics and marketing classes, many of which include service learning projects for local and international organizations. He has participated on the Community of Educators Senate and Steering Committee, led the Department of Management & Business' Service Day Project, and served as chair of Messiah College's Ranked Faculty.

Dr. Hagenbuch has given presentations at many professional conferences and has been published in *The Journal of Marketing Education*, *Marketing News*, *Family Science Review*, *Services Marketing Quarterly*, and *Christian Scholars Review*. His professional affiliations include the American Marketing Association (AMA) and the Christian Business Faculty Association (CBFA). He also serves as a marketing consultant to area organizations.