

# Mitchel G. Hagy, M.B.A.

Entrepreneurial Mindset Advocate and Educator

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## Education & Qualifications

### PhD. Business Administration: Entrepreneurship (ABD)

Liberty University

Lynchburg, VA, Anticipated graduation date: Spring 2026

### Master of Business Administration: Marketing

University of Phoenix, in partnership with Daimler Chrysler North America & Mercedes Benz

Roanoke, TX 2006

### Bachelor of Applied Arts & Sciences: Behavioral Analysis

University of North Texas

Denton, TX 1998

## Areas of Expertise

- Professional Sales
- Strategic Marketing
- Strategic Resource Allocation
- Brand Development
- New Product Development
- Curriculum Development
- Community Development
- Entrepreneurship Mindset
- Funding & Sponsorships
- Operational Management
- Mentorship / Coaching
- Accounting / Finance
- Program Management
- Program Design
- Strategic Planning
- Customer Fulfillment
- Higher Educational Instruction
- Relationship Building
- Conflict Resolution
- Research and Analysis
- Online Learning

## Professional Certifications & Creative Skills

- Member of National Association of Community College Entrepreneurship (NAACE)
- Independent Financial Advisor Representative
- Certified Professional Photographer
- Private Pilot License
- Adobe Creative Suite: Photoshop, Lightroom, Illustrator, InDesign, Premiere
- Publishing & Photography: Sports, Fashion, Portrait Photography, Magazine Layout, Design, Publication

## Academic Experience

### Colorado Mesa University – Grand Junction, CO

Assistant Professor of Entrepreneurship & Business

2025 - Present

### San Jacinto College at Generation Park - Houston, TX

Professor of Entrepreneurship & Business

2024 - 2025

**Entrepreneurial Mindset and Program Development:**

- Designed the Center For Entrepreneurship's programming, including credit Level I & II Course Structure which included new entrepreneurship course development, Entrepreneurship Accelerator Program, eClub and Honors Program framework as well as a proposed hands-on, Vertical Horizons urban farming program.
- Raised awareness of center's mission and offerings by coordinating cross-campus/departmental collaborations, including community and student engagement.
- Developed strategic program objectives for student hands-on learning development including proposed guest speaker series, design challenges, hackathons, show-and-sell and Raven's Den pitch deck competitions emphasizing experiential learning and practical applications.
- Created pitch decks, and presentations to support program initiatives, shareholder buy-in and to secure resources through partnerships with local businesses.
- Conducted research to align curriculum programming with industry trends and top U.S. entrepreneurial programs.
- Established strategic overview of a student E-club focused on entrepreneurial mentorship, competitions, and incentive-based honors platform preparing students for commercialization by conducting Secret Shopper market survey engagements that led to scholarships and in-house internships.
- Designed the development of a proposed STEM cross-departmental urban, vertical farming concept, providing practical learning opportunities for all business aspects for students, employment for undervalued special needs workers, and nutritional food resources for the local community.
- Currently researching best practices for successful incubator labs and venture center resource center for early-stage investment, seed funding and microloans including resources for prototyping, legal compliance, go-to-market strategies and more.

## University of North Texas - Denton, TX

2023 - Present

Adjunct Professor of Marketing

### Core Competencies:

- Deliver high-quality marketing instruction, integrating marketing principles and practices with real-world business applications to enhance student learning outcomes.
- Lead engaging lectures and discussions that promote critical thinking and active student participation, with a focus on diverse learning styles.
- Assess student performance through assignments, projects, and exams, offering actionable feedback that drives improvement and academic growth.
- Incorporate up-to-date industry trends and case studies into coursework, ensuring students are exposed to current and relevant marketing practices.
- Provide mentorship to students, leveraging small business ownership experience to offer practical insights and guidance, aligning academic learning with professional applications.
- Contribute to departmental initiatives and actively participate in the broader academic community, supporting curriculum development and student engagement efforts.

### Key Achievements:

- Developed and executed a comprehensive business development project, providing students with practical, hands-on learning activities that included problem identification, branding, market surveys, cost analysis, pricing structures, break-even point analysis, and value proposition development.
- Increased student participation and engagement by 25% through dynamic and interactive teaching methods.
- Consistently received outstanding teaching evaluations, with 95% of students rating instruction as "above average" or higher.
- Mentored students, resulting in a 20% improvement in academic performance and grades.
- Fostered an inclusive and supportive classroom environment that facilitated engaging group discussions and the encouragement of ideas.

## Professional Experience

### FOTOSPORT - Southlake, TX

2010 - 2024

Owner/President

Played a multifaceted role crucial to the founding and development of the company's success as an innovative sports photography and publishing firm specializing in middle and high school sports teams. Responsible for establishing and executing the overall vision and business strategy, I ensured alignment with market trends and client needs. Building and nurturing relationships with middle and high schools, athletic directors, and coaches was essential in securing contracts and partnerships. Pioneered sports photography methodologies, implemented automated workflows, and managed the editing and publishing process to enhance efficiency and quality. Leading financial management and budgeting efforts showcased my financial acumen, while fostering a positive and collaborative work culture within the company was imperative.

#### Core Competencies:

- **Vision and Strategy Execution:**
  - Played a crucial role in establishing and executing the overall vision and business strategy for the firm.
  - Ensured alignment with market trends and client needs to drive business growth.
- **Client Relationship Management:**
  - Built and nurtured relationships with:
    - Middle and high schools
    - Athletic directors
    - Coaches
  - Secured contracts and partnerships to enhance business opportunities.
- **Innovative Methodology Implementation:**
  - Pioneered innovative sports photography methodologies to improve service offerings.
  - Implemented automated workflows for the editing and publishing process, enhancing efficiency and quality.
- **Financial Management:**
  - Led financial management and budgeting efforts, demonstrating strong financial acumen.
  - Monitored financial performance to support strategic decision-making.
- **Positive Work Culture:**
  - Fostered a positive and collaborative work culture within the company, emphasizing teamwork and employee engagement.

#### Key Achievements:

- **Revenue Growth:**
  - Achieved a **1,128%** increase in revenue over six years through strategic planning and targeted marketing initiatives.
- **Market Leadership:**
  - Positioned **FOTOSPORT** as a leading entity in the **Dallas-Ft. Worth market**, capturing **60%** market share.
- **Operational Efficiency:**
  - Pioneered the integration of advanced technology in sports photography, resulting in enhanced operational efficiency and improved customer satisfaction.
- **Repeat Business and Referrals:**
  - Developed and maintained strong client relationships, leading to repeat business and positive word-of-mouth referrals, contributing to sustained growth.
- **Cost Optimization:**
  - Implemented cost optimization strategies, achieving a **20% reduction** in operational expenditures while maintaining high service standards.
- **Industry Recognition:**
  - Earned industry accolades for excellence in photography and publishing, reinforcing the brand's reputation for quality and innovation.
- **Team Building and Leadership:**
  - Built and led a highly motivated and cohesive team, enhancing employee morale, retention, and overall organizational effectiveness.

As a business consultant, I focused on helping clients develop strong value propositions, create impactful branding, and implement customer-centric strategies to drive product development and growth. My expertise spanned across strategic marketing, operational efficiency, sales optimization, and brand development, ensuring that businesses could achieve sustainable growth while maintaining a strong market position.

#### Core Competencies:

- **Value Proposition Development:** Collaborated with clients to define and refine their unique value proposition, ensuring that the core benefits offered to customers align with their needs and market demands.
- **Branding & Positioning:** Guided companies through the process of crafting and elevating their brand identity, including defining target market segments, and positioning the brand to stand out in competitive markets.
- **Customer-Centered Strategies:** Emphasized the importance of understanding customer preferences, and creating strategies that improve customer experience, loyalty, and long-term engagement.
- **Marketing & Sales Strategy:** Designed and implemented comprehensive marketing and sales plans, leveraging market research to segment audiences, identify growth opportunities, and create targeted campaigns for better product visibility and customer acquisition.
- **Operational Efficiency & Process Optimization:** Analyzed business processes and introduced improvements that boosted productivity, streamlined operations, and reduced costs without compromising service or product quality.
- **Risk Mitigation & Regulatory Compliance:** Ensured that businesses remained compliant with industry regulations, mitigating operational risks and safeguarding reputation.

#### Key Achievements:

- Increased client base by 20% through innovative customer acquisition and retention strategies.
- Improved productivity by 25% by streamlining operational workflows and reducing overhead by 15%.
- Identified and capitalized on new revenue streams through detailed market analysis and trend identification.
- Successfully maintained regulatory compliance, safeguarding clients from operational risks and regulatory fines.

### Resource Exploration - Denver, CO

2022-2023

Senior Sales Executive

Led the holistic management of the South-Central Territory across 10 states for a Priority Based Budgeting SaaS solution, strategically focusing on engaging local government agency CFOs, City Managers, and City Council members. Spearheaded pipeline development through innovative outreach methods, leveraging market demographics, revenue metrics, and population segmentation to optimize lead and prospect generation. Pioneered the successful expansion into the Scholastic market, with a primary focus on large Independent School Districts (ISDs), demonstrating proficiency in sales, business development, strategic marketing, and planning. Implemented tactical pipeline development initiatives and proactive market expansion strategies, utilizing market insights to pinpoint relevant decision-makers and capitalize on opportunities within the Scholastic sector, thus enhancing outreach efficiency and ensuring a robust lead generation process.

#### Core Competencies:

- **Holistic Territory Management:**
  - Led comprehensive management of the **South-Central Territory** across **10 states**.
  - Focused on engaging key stakeholders, including:
    - Local government agency CFOs
    - City Managers
    - City Council members
- **Innovative Pipeline Development:**
  - Spearheaded pipeline development initiatives utilizing:
    - Market demographics

- Revenue metrics
    - Population segmentation
  - Optimized lead and prospect generation through strategic outreach methods.
- **Market Expansion:**
  - Pioneered expansion into the Scholastic market, emphasizing:
    - Large Independent School Districts (ISDs)
  - Demonstrated proficiency in:
    - Sales
    - Business development
    - Strategic marketing
    - Planning
- **Tactical Initiatives:**
  - Implemented tactical pipeline development initiatives to enhance outreach efficiency.
  - Utilized market insights to identify and engage relevant decision-makers.
- **Lead Generation Process:**
  - Ensured a robust lead generation process through proactive market expansion strategies.
  - Analyzed market trends to pinpoint opportunities within the **Scholastic sector**.

### Key Achievements

- **Client Base Expansion:**
  - Expanded the client base by **30%** through targeted outreach and market analysis.
- **Market Opportunity Capitalization:**
  - Identified and capitalized on new market opportunities, leading to successful expansion into additional territories.
- **Revenue Stream Identification:**
  - Analyzed market trends, resulting in the identification of new revenue streams and business opportunities.
- **Leadership and Mentorship:**
  - Provided leadership and mentorship to junior team members, contributing to their professional development and growth.

## MAP Esports Network - Grapevine, TX

2020-2022

Vice President of Scholastic Sales & Business Development & Consultant

Spearheaded the development of a comprehensive five-year fiscal revenue pro forma incorporating various revenue streams such as plug-n-play afterschool learning and career path products. Established a structured sales and marketing workflow complete with Key Performance Indicators (KPIs), showcasing my proficiency in managing sales and marketing activities. With a focus on talent acquisition and development, I recruited and trained personnel, fostering collaboration, mentoring, and employee engagement within the sales department, resulting in elevated sales performance and increased customer satisfaction. Leveraging my expertise in marketing strategy and execution, I created and developed marketing campaign materials utilizing social media platforms, email marketing tools, and community outreach channels.

### Core Competencies:

- **Revenue Development:**
  - Spearheaded the creation of a five-year fiscal revenue pro forma.
  - Incorporated diverse revenue streams, including afterschool learning and career path products.
- **Sales and Marketing Workflow:**
  - Established a structured sales and marketing workflow.
  - Developed and implemented Key Performance Indicators (KPIs) to measure effectiveness.
  - Talent Acquisition and Development:
- **Recruited and trained sales personnel, focusing on:**
  - Collaboration
  - Mentoring

- Employee engagement
- Resulted in elevated sales performance and enhanced customer satisfaction.
- **Marketing Strategy and Execution:**
  - Leveraged expertise to create and develop marketing campaign materials.
  - Utilized various channels including:
    - Social media platforms
    - Email marketing tools
    - Community outreach initiatives
- **Operational Branding:**
  - Developed operational brands to enhance market presence and brand recognition.
  - Implemented consistent messaging across all marketing efforts to align with brand identity.

## Additional Experience

### Edward Jones Advisors, Flower Mound, TX - 2006-2008

Financial Advisor

#### Client Relationship Management

- Developed and nurtured strong, trusting connections with clients.
- Ensured effective understanding and addressing of clients' needs and goals through regular communication and face-to-face meetings.
- Delivered personalized financial advice tailored to individual circumstances.

#### Financial Planning Expertise

- Retirement Planning
- Investment Management
- Insurance Needs Assessment
- Estate Planning
- Tax Strategies

#### Portfolio Management

- Crafted tailored investment portfolios aligned with clients' financial objectives, risk tolerance, and time horizon.
- Utilized a diverse range of investment products and strategies.

#### Risk Management

- Identified potential financial risks and vulnerabilities.
- Recommended suitable risk mitigation solutions, including:
  - Insurance Products
  - Asset Allocation Adjustments
  - Market Research and Analysis

#### Client Acquisition and Networking

- Engaged in proactive client acquisition techniques, including:
  - Networking
  - Referrals
  - Community Involvement
- Effectively communicated the value proposition of Edward Jones and the benefits of personalized financial planning.

### Compliance and Ethics

- Maintained strict compliance with:
  - Industry regulations
  - Company policies
  - Ethical standards
- Ensured accurate client records and adherence to licensing and certification requirements.

### Professional Development

- Committed to continuing education and professional development to stay abreast of:
  - Industry best practices
  - Investment products
  - Financial planning strategies

## Daimler Chrysler / Mercedes Benz, Roanoke, TX – 2003 – 2006

Customer Liaison to the Vice President

### Customer Liaison to the Vice President

- **Client Relationship Management:** Acted as the primary point of contact for high-profile clients, ensuring their concerns and needs were addressed at the executive level.
- **Collaboration with Leadership:** Worked closely with the Vice President to relay customer feedback and implement strategic solutions to address client needs.
- **Customer Satisfaction:** Delivered exceptional service that reinforced customer satisfaction and loyalty, emphasizing the company's commitment to client retention and relationship-building.
- **Proactive Communication:** Engaged in frequent and transparent communication with both customers and executives to align company initiatives with client expectations.

### Remarketing Specialist

- **Maximizing Vehicle Value:** Played a key role in optimizing the resale value of off-lease vehicles, ensuring that the remarketing process was seamless and profitable.
- **Sales Strategy:** Developed and implemented innovative remarketing strategies that leveraged digital platforms, auctions, and dealership networks.
- **Market Analysis:** Utilized deep knowledge of market trends, customer preferences, and vehicle conditions to position pre-owned vehicles competitively in the marketplace.
- **Brand Reputation Enhancement:** Maintained high standards for the remarketing process, enhancing the company's brand image and fostering sustained business growth through effective asset management.

### Customer Service Team Leader

- **Leadership & Mentorship:** Managed and mentored a team of customer service professionals, fostering a collaborative and high-performing work culture.
- **Operational Excellence:** Focused on improving operational processes, optimizing resource allocation, and ensuring the team met and exceeded performance targets.
- **Customer-Centric Approach:** Led efforts to provide outstanding customer service, resolving inquiries and addressing concerns with a focus on enhancing customer satisfaction and loyalty.
- **Continuous Improvement:** Implemented continuous training and development initiatives to ensure the team's skills and knowledge remained sharp and up-to-date, driving long-term success and positive customer experiences.

## Strayer-Voight Manufacturing, Grand Prairie, TX – 2002 – 2003

Director of Operations

### **Leadership and Strategic Oversight**

- Directed overall operations in the design and manufacturing of high-profile firearms.
- Established strategic goals to align with company vision and market demands.

### **Process Development and Optimization**

- Developed and implemented efficient manufacturing processes, focusing on continuous improvement methodologies.
- Analyzed existing workflows and identified areas for enhancement in CNC machining operations.

### **Cost Reduction Initiatives**

- Led cost-reduction programs by optimizing resource utilization and minimizing waste across manufacturing processes.
- Collaborated with finance to set budgets and monitor production costs.

### **Standard Operating Procedures (SOPs)**

- Developed and enforced SOPs to ensure compliance with industry standards and regulatory requirements.
- Conducted regular reviews and updates of SOPs to maintain efficiency and effectiveness.

### **CNC Machine Oversight**

- Managed the operation and maintenance of CNC machines, ensuring precision and quality in firearm production.
- Coordinated training programs for employees on the proper use and maintenance of CNC equipment.

### **Team Management and Employee Development**

- Oversaw staffing, training, and performance evaluations for manufacturing personnel.
- Fostered a culture of safety, teamwork, and accountability within the operations team.

### **Quality Assurance and Compliance**

- Established quality control measures to ensure all firearms meet rigorous safety and performance standards.
- Worked closely with regulatory agencies to ensure compliance with firearm manufacturing laws.

### **Collaboration with R&D**

- Partnered with research and development teams to drive innovation in firearm design and technology.
- Facilitated communication between departments to streamline the product development lifecycle.

### **Key Achievements**

- Successfully implemented process improvements that led to a significant increase in production efficiency and output.
- Reduced manufacturing costs by implementing strategic sourcing and supplier negotiations.
- Achieved high customer satisfaction ratings through enhanced product quality and timely delivery.

## **Texas Motor Speedway, Ft. Worth, TX - 1999 - 2002**

Senior Executive Sales

### **Professional Sales and Marketing**

- Successfully promoted and sold high-value Texas Motor Speedway Club memberships by highlighting exclusive benefits and experiences.



### **Strategic Sales Expertise in Motorsport Industry**

- Utilized in-depth knowledge of motorsports to engage prospective clients, presenting the value of premium seating and VIP access.

### **Customized Client-Centric Membership Solutions**

- Developed tailored membership packages that catered to individual client preferences, resulting in consistently exceeding client expectations.

### **Building and Maintaining High-Value Client Relationships**

- Cultivated and maintained relationships with high-net-worth clients, focusing on long-term retention and strategic partnerships.

### **Customer Service - VIP Customer Experience**

- Ensured superior client satisfaction by offering personalized race day experiences, including VIP hospitality, behind-the-scenes tours, and exclusive events.

### **Maximizing Client Advocacy and Brand Growth**

- Turned satisfied clients into brand advocates, leveraging strong client relationships to drive referrals, increase renewals, and expand sales opportunities.

## **Scholarly Interests**

- Small Business success rates in minority communities
- Sustainable entrepreneurship and urban farming innovations
- Applying systems thinking to address global food and supply chain insecurity.
- Developing scalable incubator programs for underserved communities
- Advancing education equity through entrepreneurship programs for first-generation students

## **Seminars and Conferences Attended**

National Association for Community College Entrepreneurship – 2024 Minneapolis, MN.  
Entrepreneurship as a Method Workshop (Entrepreneurial Effectuation) – Jim Zuffoletti – University of Virginia  
Innovator Mindset Training – Skills for Classroom, Campus and Community– Dennis Stuafer