



David Baker

Board Member

Seeker of truth. Follower of Christ. Embracer of change. With two decades of marketing and leadership experience, David Baker has imperfectly helped businesses grow in multiple industries, including Fintech, Higher Ed, HR, Solar, Home Construction, and Event Venues. David's passion for improving customer connection across the entire customer lifecycle has helped him lead and develop successful strategies and teams across the spectrum of marketing disciplines, with particular focus on Product Marketing, Demand Generation, and Retention. After working in small startups and large enterprises, David saw what worked well and what didn't, and he left corporate employment to share his knowledge and experience as a Fractional CMO, Business Coach, and Business Owner. Combining his experience with the teachings of wise leaders, David helps entrepreneurs, small businesses, and his own team to implement principle-based systems that lead their organizations to clarity, alignment, and achievement.

Along his journey, David has had many ups and downs, made a lot of mistakes, and learned much about purpose, priorities, and balance. Personal struggles, including the life-shattering loss of a child, have led David to prioritize people over problems and to strive for meaningful connection with others. Striving to navigate the nuance of competing virtues (e.g., justice vs mercy), David seeks to help others embrace eternal principles that lead to purpose, peace, and personal growth. And if his wishes could come true, he would do all that while spending time in the mountains with his family.

Strong Fathers. Strong Families. Defending Freedom.