Hatfield Named Director of Marketing and Communications at The Axia Institute

Midland, Michigan – January 22, 2018 – Michigan State University’s Axia Institute is pleased to announce the appointment of John D. Hatfield as director of Marketing and Communications.

Hatfield comes to the Axia Institute from Chemical Bank, where he was senior vice president and director of Marketing. Hatfield was responsible for directing all of Chemical Bank’s advertising and branding efforts, including the development of a multi-year, award winning “Made in Michigan” campaign and the bank’s rebranding and transition to a new logo in 2016. In addition to his brand building experience, he has extensive web and direct marketing expertise and oversaw all communications in support of Chemical Bank’s acquisitions.

“John’s extensive experience and his deep understanding of his field will be a great benefit to us at the Axia Institute as we continue to establish ourselves as a premier supply chain center of excellence,” said Katherine A. Franz, executive director. “John will play a vital role as we expand our presence domestically and globally among our corporate, academic and community partners.”

Hatfield earned a bachelor of arts degree in history from Kenyon College in Gambier, Ohio, and a master of business administration degree from Kellogg School of Management at Northwestern University in Evanston, Illinois. He lives in Midland with his wife and two children.

About Axia
The Axia Institute, formerly Midland Research Institute for Value Chain Creation, is a premier research and education center dedicated to developing effective and sustainable solutions to improve public and private value chains. Established by Michigan State University in 2013, the Axia Institute partners with industry to solve grand challenges and conduct cross-disciplinary research in areas of value chain optimization, data analytics, engineering, smart packaging, anti-counterfeiting, and water and food safety. The Institute was founded by leaders in value chain creation and development at MSU, including the Eli Broad College of Business, the College of Agriculture and Natural Resources, College of Engineering, College of Social Science, and School of Packaging. Founding donors include The Dow Chemical Company, Dow Corning Corporation, Herbert H. & Grace A. Dow Foundation, Rollin M. Gerstacker Foundation, The Dow Chemical Company Foundation, and the Charles J. Strosacker Foundation. Visit our website at axiainstitute.com for more information about the Institute and its programs and services.

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