

Mitchell Hamilton, Ph.D.

Associate Professor of Marketing, College of Business Administration at Loyola Marymount University

Los Angeles, CA, US

Chair, Department of Marketing and Business Law

Biography

You can contact Mitch Hamilton at Mitchell.Hamilton@lmu.edu. Dr. Mitch Hamilton is an award-winning scholar who earned a B.S. in marketing from San Diego State University, an MBA from Clark Atlanta University, and a Ph.D. in consumer behavior from Syracuse University. Dr. Hamilton began teaching marketing at LMU in the fall of 2012. Prior to LMU, he was an instructor at Syracuse University, a market research analyst and worked for a collegiate athletics marketing department. As a doctoral student, he capitalized upon a unique opportunity to be simultaneously trained in quantitative modeling by the marketing department and experimental design by the social psychology department. This experience helped Dr. Hamilton develop the socio-cultural lens through which he approaches marketing, as well as the triple-bottom-line (profit + people + planet) philosophy he adheres to in his teaching, research, and business practices. Over time, he gravitated toward the "consumer-self" literature which offered a vast river of knowledge. And from this river, he began to carve out two streams of research: [1] the consumer-brand paradigm and [2] the digital consumer-self (which also considers image manipulation mechanisms that are unique to digital environments). Eventually, after an 8-year educational odyssey, Dr. Hamilton finally returned home to Southern California with his wife, Chinyarai, and their daughter, Rylie. In 2014, the Hamiltons welcomed their newest addition to the family, baby Carter. In 2018, Dr. Hamilton co-founded the Applied Learning in Societal Transformation (A-LIST) Pathway, a specialized program within the LMU marketing major that prepares changemakers to understand diverse consumer cultures and create inclusive societal change through effective marketing. His most recent work investigates the nuanced relationship between brands and consumers, and highlights the power of building brand meaning through culture. Dr. Mitch Hamilton is also a renowned thought leader on the topic of brand activism.

Industry Expertise

Education/Learning, Advertising/Marketing

Areas of Expertise

Research, Qualitative Research, Branding, Digital Marketing, Consumer Self-Image, Higher Education, SPSS

Event Appearances

Brand Activism Webinar
Marketing Science Institute

Education

Syracuse University

Ph.D. Consumer Behavior

Clark Atlanta University

MBA

San Diego State University

B.A. Marketing

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