



Dr. Roger D. Hanagriff
Professor, Texas A&M College Station

Roger Hanagriff is a Professor at Texas A&M University working in educational outreach in agriculture. He has devoted his research and publication efforts in the areas of program evaluation, estimating economic impact and working with stakeholders in determining data needs and interpretation of results.

He has calculated return on investment for many marketing programs within Texas Department of Agriculture, completed assessment of Texas School Nutrition program, helped communities determine the economic impact of tourism efforts and other agriculture industries such as Texas citrus, agriculture education and beef producers. He teaches courses in marketing, finance, business assessment and strategic planning. He has produced over 40 peer reviewed journal articles, worked on grant funding exceeding \$4 million in funding, international presentations and been an invited speaker at Texas tourism conferences, Texas Travel Institute, educational conferences and other related speaking events.

His overall goal is to help develop strategies and targets of program evaluation that meet stakeholder needs and create group synergy that create data driven solutions.