

Patrick Diogenia

Short Bio | Updated August 2026

Patrick Diogenia is a marketing, growth, and transformation executive, strategist, and researcher with more than two decades of experience across Fortune 500, consulting, entrepreneurial, and public-sector environments. His work spans customer strategy, loyalty, analytics, organizational behavior, leadership, applied AI, and the realities of small proprietorship. Recent research examines Net Promoter Score as a managerial innovation, AI-enabled customer segmentation, small proprietorship and constrained autonomy, and the ways organizations turn complex human experience into metrics, categories, and decisions. The Strength Overshoot Scale (SOS), now in development, extends his Strength Overshoot framework by examining when adaptive leadership strengths become liabilities because they persist beyond the circumstances in which they are useful. Across these projects, Diogenia returns to a practical question: what gets lost when formal models meet actual people, incentives, and institutions? Diogenia holds a bachelor's degree in Social Sciences, summa cum laude, from the University of Pennsylvania; a bachelor's degree in Business Administration (Marketing), with highest honors, from Thomas Edison State University; and MBAs from Indiana University's Kelley School of Business and Alliance Manchester Business School, where he graduated with distinction. He is currently pursuing an M.A. in Communication Studies (Organizational Communication) at New Mexico State University, expected May 2027.

At a Glance

PROFESSIONAL FOCUS	Marketing Growth Customer Strategy Small Business & Proprietorship Organizational Behavior Leadership Analytics Applied AI
EDUCATION	• New Mexico State University - M.A. in Communication Studies (Organizational Communication), expected May 2027 • Alliance Manchester Business School, University of Manchester - MBA, with distinction • Indiana University Kelley School of Business - MBA • Thomas Edison State University - Bachelor's degree in Business Administration (Marketing), highest honors • University of Pennsylvania - Bachelor's degree in Social Sciences, summa cum laude
CURRENT RESEARCH	• Strength Overshoot framework and Strength Overshoot Scale (SOS) • Net Promoter Score as a managerial innovation • AI-enabled customer segmentation • Small proprietorship, constrained autonomy, and precarity • Organizational measurement, decision-making, and leadership communication
MEDIA RESOURCES	patrickdiogenia.com/in-the-news/

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