

HAYDEN ALEXANDER STEINWEG

Outstanding Graduates

COLLEGE OF BUSINESS

“With my degree, I will not only be able to help my family live a better life, but also become a leader in my community back home.”

Hayden Alexander Steinweg will graduate from NMSU this fall with a Bachelor of Business Administration, specializing in sports marketing. A native of Orange County, California, Hayden never considered attending NMSU until he completed a year at Dona Ana Community College, after which he decided to transfer to New Mexico State.

While maintaining a 3.99 GPA throughout his undergraduate career, Hayden made the Dean’s List every semester during his time at NMSU, in addition to receiving the Hadley Honors Transfer Scholarship. He became a member of the Lambda Chi Alpha’s Zeta Gamma Zeta chapter, serving as social media chair. He also joined the Phi Eta Sigma honors society his second semester, taking the lead in group projects and volunteering to support fellow members.

His community service includes taking part in highway clean-ups, participating in a 24-hour hunger strike to raise awareness for food insecurity, and philanthropic events through his fraternities such as “Anchor Splash” and the “Watermelon Bust” to benefit Feeding America. He also participated in the “1DayLA” Love Has No Limits community clean-up in communities around Los Angeles, where he grew up.

Hayden has always been fascinated with the growth of brands, whether focused around an individual, product, or service he loves. His passion centers on understanding what processes companies utilize to ensure that customers respond to their brand so positively. This interest has influenced his decision to switch from general business to marketing in his course of study.

Following graduation, Hayden plans to go into the job market and start working towards a career in marketing, with a particular interest in digital brand marketing. However, with his strong interest in academics, he is considering working for one a semester and then enrolling in a graduate school program to obtain his MBA.

Hayden is proud of the fact that he is the first person in his family to graduate from college. He hopes that with his degree, he will be able to help his family live a better life, while becoming a leader in his community back home.

With a lifelong dream of becoming a successful businessperson, whether as an entrepreneur or an executive for a well-established company, Hayden aims to become a well-respected and successful marketer so he can show the world what New Mexico State University graduates are capable of.