Las Cruces native, Margaret Hardin, received her BBA in Economics and Business Computer Systems from NMSU, and fondly remembers using LEGO in an accounting class, a fun facet of her education she has taken with her to train others about agile manufacturing, the importance of team communication and project management.

After graduating from NMSU, she received her MBA from the University of Chicago’s Booth Graduate School of Business. Her career path started at Procter & Gamble in Cincinnati before she began to pursue a more entrepreneurial path at the start-up company, Munchkin, Inc. Over the 13 years she worked at Munchkin, Hardin served as chief financial officer, chief operating officer and president, helping double the company’s revenues.

In 2013, Hardin moved to her current position as chief operating officer of Ergobaby, a designer of award-winning baby carriers sold in over 70 countries. Ergobaby partners with many charities, including Cycle for Survival, which raises money for rare cancer research. Hardin has led a team at Cycle for Survival events for the last eight years.

Her service and philanthropy extend to the NMSU community as well. In addition to other charitable giving to NMSU, she established the Stephen Hardin Endowed International Travel Scholarship in the College of Business in honor of her late father, which supports international business travel and study abroad experiences for students. She also served on the NMSU Foundation Board of Directors and on the College of Business Advisory Council.

Hardin lives in Los Angeles, California and comes from a family of Aggies, including her mother, Roni Hardin, father, Stephen Hardin, and brother, Charles Hardin.

“I want students to get comfortable being uncomfortable – pushing themselves through fear of the unknown. On the other side of fear is personal growth and development. You can’t jump, skip or avoid fear. Actually pushing through it is how you grow and become a better person, leader and citizen of the world.”

~ Margaret Hardin