

David Sagula

Coaching Profile



David Sagula, PhD
Hogan Coaching Network

Background

David Sagula, PhD, is an executive coach and leadership strategist with more than 25 years of experience helping senior leaders and teams elevate performance through strategic alignment and behavioral insight. With degrees in psychology, business, and engineering, as well as front-line sales experience, David brings analytical thinking, psychological depth, and commercial practicality to his work.

David has conducted more than 1,000 executive assessments and coaching engagements across global Fortune 500 companies, high-growth firms, and mission-driven organizations. Clients consistently value his ability to build trust quickly by understanding individual mindsets and motivations within their business context. He is also known for synthesizing complex assessment data into clear, actionable insights that drive meaningful behavioral change and sustainable results.

David's extensive experience with the Hogan suite, combined with his business and coaching acumen, positions him as a trusted advisor for leaders seeking growth, influence, and strategic alignment. His relational approach helps translate Hogan data into practical leadership strategies that elevate self-awareness, enhance executive presence, and maximize impact.

Professional experience

Founder, Sagula Consulting LLC

Head of Executive Talent and Development, Principal Financial Group

Senior Executive Consultant, PDI/Korn Ferry

Technical Sales Leader, Lincoln Electric

Education

PhD, Counseling Psychology - Michigan State University

MBA, Carlson School of Management - University of Minnesota

BS, Chemical Engineering - Pennsylvania State University

Associate Certified Coach (ACC), International Coaching Federation

Licensed Psychologist, Iowa

Client experience

Ameriprise, Ecolab, Mayo Clinic, McQuay International (DBA Daikin), Medtronic, Minnesota Children's Hospitals and Clinics, Nestlé Purina, Phoenix Children's Hospital, Polaris, Principal Financial Group, Saudi Aramco, UnitedHealth Group

Executive Selection

Executive Coaching

Succession Planning

Team Development

High-Potential Development

Organizational Culture

Change Management