

BY / BECCA BROADDUS

“AT THE END OF THE DAY,
I WANT TO BE ABLE
TO FEEL LIKE I’VE MADE
A DIFFERENCE.”

BIGGER

Mark Borchgardt strives toward one very simple rule: God and family first. Raised in Brenham, Texas, before moving to a small town outside of Waco as a teenager, Borchgardt’s parents instilled the importance of those two things... in addition to a few others.

“I also learned at a very young age the value of doing something right the first time,” he said. “That transcends both my work and personal lives. It may take longer and be more work, but it’s been a principle in my life. My parents helped develop it in me as a child and as a teenager.”

They’re principles he’s instilling in his own teenagers today.

“Spending time with my family is important to me,” Borchgardt said. “My wife and I want to raise hardworking and generous children, particularly in today’s culture. We’re trying to teach them to be appreciative of what we have and how blessed we are. We’re preparing them to be successful and to approach life in a way that is reflected in the world.”

He’s working to help build future corporate leaders at work as well. At GuideStone Financial Resources, a leading provider of Christian-based employee benefit

MARK BORCHGARDT BBA '94, EMBA '10

CHIEF SERVICES & OPERATIONS OFFICER
GUIDESTONE FINANCIAL RESOURCES
DALLAS, TEXAS

A PART OF SOMETHING BIGGER

plans and mutual funds, Borchgardt manages the operational customer service, product management, human resources and talent management teams.

“I’ve never thought that much about reaching a certain level or certain position,” he said. “At the end of the day, I want to be able to feel like I’ve made a difference, and I’ve helped people I work with to grow. I’d say that’s my passion: Helping people develop and meet their full potential.”

He has watched his colleagues grow just as he has grown in his own 21-year career at GuideStone. He started at the organization in accounting and financial reporting positions and moved into increasingly responsible positions. In 2010, he completed the Baylor Executive MBA program in Dallas, further propelling his career forward. Now, he is on the GuideStone executive team. Prior to his time at the financial firm, and immediately after completing his undergraduate career at Baylor, he worked at an accounting firm and then a bank—making his parents wonder (and worry) if his entire career was at stake.

“My dad worked for the same company for 45 years. They had a very different perspective on how long you stay at a job,” he chuckled. “They were alarmed that I was already on my third job by my third year out of school, but I wanted to land somewhere where I could find the right environment.”

He found the right environment. In his office, a physical reminder sits on his desk, a keepsake with the organization’s mission and core values emblazoned on the sides.

“We have a very clearly articulated mission that’s much more than just the bottom line,” he said. “It feels like you’re part of something bigger than yourself—part of a bigger goal. We want to honor the Lord by being a partner with the people we’re serving to help them enhance their financial security.”

He’s thankful for the chain of events that began unfolding at a young age—when he decided to attend Baylor.

“I do not think that I would be the person I am today if I hadn’t made that decision to go to Baylor,” he admitted. “I met my wife there. I met lifelong friends there that I still keep up with. A lot of the things that I am blessed with today, stemmed from Baylor.”

Perhaps his kids will follow in his and his wife’s footsteps and attend Baylor too. Maybe not. To Borchgardt it’s more important they learn one simple rule: God and family first. 🌱

bbr.baylor.edu/mark-borchgardt <