

Dr. Ariel Robles Introduces 'The Business Anointing,' Connecting Faith and Leadership

40+ year technology/corporate executive is introducing a framework connecting faith, leadership, business, AI-era responsibility and professional excellence.

ATLANTA, GA, UNITED STATES, September 1, 2026 /EINPresswire.com/ -- What if the workplace is more than a place to earn a living? What if business, technology, entrepreneurship and corporate leadership can also become platforms for purpose and meaningful influence?

That question is at the center of [*The Business Anointing: Spiritual Principles for Success in Your Workplace*](#), the new book by technology executive, author and Christian leader [Dr. Ariel Robles](#).

Launching globally September 1 in English and Spanish, **The Business Anointing** introduces a leadership framework connecting biblical principles with today's workplace. It is designed for Christian executives, entrepreneurs, business owners, technology professionals, managers and emerging leaders who want to pursue professional success without separating faith from their careers.

After more than four decades in technology and corporate environments, including experience with Fortune 500 organizations such as Citigroup, Verizon, Mercedes-Benz and Hewlett-Packard, Robles believes many professionals have been taught to create an unnecessary division between spiritual purpose and professional achievement.

"Many people understand purpose within a church environment but struggle to understand what purpose looks like in a boardroom, technology organization, business or corporate workplace," Robles said. "The Business Anointing was written to help close that gap."



Dr. Ariel Robles, technology executive, author and Christian leader, introduces *The Business Anointing: Spiritual Principles for Success in Your Workplace*.



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Dr. Ariel Robles

WHAT IS THE BUSINESS ANOINTING?

At the heart of the book is what Robles calls the Business Anointing—the application of spiritual principles to leadership, business, innovation, influence, stewardship and the workplace.

The framework explores the Anointing of the King,

representing the capacity to lead, govern, build, create, influence and steward resources with wisdom, character and purpose.

Using biblical leadership models including David, Joseph, Nehemiah, Isaiah and Esther, Robles connects ancient principles with challenges confronting modern business and technology leaders. The book examines character and integrity, strategic discernment, organizational culture, financial stewardship, workplace influence, entrepreneurship and responsible technology governance.

As AI, automation and digital transformation accelerate across industries, Robles argues that technology leadership must remain grounded in human character and ethical decision-making.

“Technology can give leaders extraordinary capabilities, but it cannot give them character,” Robles said. “The more powerful our technology becomes, the more important wisdom, integrity and responsible leadership become.”

FAITH IN THE WORKPLACE

The Business Anointing challenges the assumption that Christian calling is limited to traditional ministry. Instead, Robles presents business, technology, entrepreneurship, education and other professions as environments where individuals can exercise influence while maintaining professional excellence.

“You do not need to own a company or hold a ministry title to operate with purpose,” Robles said. “You can lead with excellence and integrity wherever God has positioned you.”

Robles has spent more than 40 years in technology and corporate leadership while also serving for more than 30 years in Christian ministry. That intersection became the foundation for *The Business Anointing*.

Rather than asking professionals to choose between faith and career, the book proposes that professional excellence, innovation, business leadership and spiritual purpose can reinforce one another.

The Business Anointing and its Spanish edition, [*La Unción Empresarial*](#), are available beginning September 1, 2026, through major book retailers and distribution channels worldwide.

ABOUT DR. ARIEL ROBLES

Dr. Ariel Robles is an author, technology executive, speaker and Christian leader with more than four decades of experience in technology and corporate environments and more than 30 years of ministry leadership. His work focuses on leadership, technology, faith, organizational transformation and professional purpose. He is the author of *The Business Anointing* and *La Unción Empresarial*.

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