



Bryan Besco

CHIEF MARKETING OFFICER

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PROFILE

Bryan Besco, chief marketing officer with Cole, Newton & Duran CPAs, has been with the firm since June 2016 and has more than 19 years of marketing experience. He is also responsible for managing the firm's administrative services team to ensure value added service is provided to both external clients and internal personnel.

Prior to joining Cole, Newton & Duran, Bryan was a senior marketing manager at Baker Tilly Virchow Krause, LLP located in Southfield.

Bryan is responsible for leading Cole, Newton & Duran's marketing operations and serving the firm's managing partner and its leaders regarding marketing programs and new business development. He concentrates on building the firm's brand and increasing revenue growth by developing service line and industry go-to-market strategies. Bryan also implements lead generation systems including content development, media relations, thought leadership, social media, marketing campaigns, marketing collateral, advertising, and events.

SPECIFIC EXPERIENCE

- Serve as a strategic partner to firm leaders that builds awareness, develops and strengthens client relationships, and drives growth for the Michigan market
- Serve as the market development leader executing the firm's overall marketing strategy
- Integrate public relations strategies to gain market visibility and increase brand awareness
- Lead market research to identify and prioritize target clients by analyzing data collection to execute on the firm's strategy
- Drive internal service line initiatives to build the knowledge of services across the firm that leads to increased revenue
- Develop thought leadership and marketing collateral to build brand awareness
- Create dashboard reports highlighting new business pipeline activity, service line analysis, and revenue summaries
- Champion the firm's brand strategy to ensure marketing and communications reflect the firm's messages, brand positioning, and visual identity

INDUSTRY & COMMUNITY INVOLVEMENT

- Angela Hospice Home Care, Board Member
- Methodist Children's Home Society, Volunteer & Fundraiser
- American Marketing Association (AMA), Member

EDUCATION

University of Michigan (Ann Arbor, MI)
Bachelor of Arts in Marketing