



Bryan Besco

**CHIEF MARKETING OFFICER &
CLIENT RELATIONSHIP DIRECTOR**

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PROFILE

Bryan Besco, chief marketing officer and client relationship director with Cole, Newton & Duran CPAs, has been with the firm since June 2016 and has more than 20 years of marketing and business development experience. Prior to joining Cole, Newton & Duran, Bryan was a senior marketing manager at Baker Tilly Virchow Krause, LLP. He also worked at Grant Thornton LLP as the firm's Midwest region tax marketing leader.

Bryan has years of experience leading marketing departments for global, national, regional, and local accounting firms. He has worked with partners on developing growth marketing plans and new business development initiatives to expand industry and service line market share leading to increased revenue and brand recognition.

Bryan is responsible for leading Cole, Newton & Duran's marketing and business development efforts and advising partners and practice leaders regarding their individual and industry marketing and sales initiatives. 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, social media, thought leadership, marketing campaigns, marketing collateral, and advertising.

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

EDUCATION

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