

Wesley Burt

Chief Marketing Officer

Oklahoma City

1225 N. Broadway Ave., Ste 200,
Oklahoma City, OK 73103
wburt@hogantaylor.com
405.848.2020



Wesley Burt has been in the professional services marketing industry for more than a decade, most of that time at HoganTaylor, where he helps CPAs and business advisors develop business.

Wesley has overseen the development and execution of the Firm's marketing strategy since 2019 and was promoted to Chief Marketing Officer in 2022. Under his leadership, the Firm has implemented a differentiation research initiative, a brand and positioning refresh, and the launch of a new Firm website. The marketing department also played a key role in HoganTaylor's response to the coronavirus pandemic, particularly with the development of a robust COVID-19 Resource Center, which became a valuable source of information for many businesses and nonprofit organizations in the region.

In addition, Wesley has had the opportunity to help shape HoganTaylor's client experience in a number of ways, most recently by leading a process improvement initiative.

Outside of the Firm, Wesley is an advocate for arts and education in the community. He currently serves on the board of the Oklahoma Children's Theatre and on the Resource Development Committee for the Oklahoma City Museum of Art. He is an alumni of Leadership Oklahoma City's LOYAL Class XI and a 2022 Journal Record Achievers Under 40 honoree.

Honors & Awards

- Achievers Under 40 Honoree, Journal Record, 2022
- Marketing Award of Merit in both the Small Budget Campaign and Digital Marketing Campaign categories, The Oklahoma City American Marketing Association, 2020
- Best Integrated Marketing Campaign Association for Accounting Marketing's Marketing Achievement Award, 2020 & 2016
- Best Annual Report Finalist, Content Marketing Institute Content Marketing Awards, 2018
- 30 Under 30 Next Gen Award, in Oklahoma Online, 2015

Professional & Civic Affiliations

- Leadership Oklahoma City, LOYAL Class XI

- Neighborhood Services Organization, Board Member, July 2023 - Present
- Oklahoma City Museum of Art
 - Resource Development Committee Member, Sept 2022 - Present
 - Moderns Board Events Chair, Jan 2020 - June 2020
 - Moderns Board Membership Chair, July 2018 - June 2019
 - Renaissance Ball Late Night Chair, 2018
 - Moderns Board Marketing Chair, July 2017 - June 2018
 - Moderns Board Member, July 2016 - June 2022
- Oklahoma Children's Theatre
 - Advisory Board Member, April 2023 - Present
 - Board Member, July 2015 - April 2023
 - Board President, Dec 2018 - Oct 2022
 - Executive Director Search & Selection Committee Member, 2022
 - Board Secretary, Dec 2015 - Nov 2018
- Metropolitan Library System of Oklahoma County, Literary Voices Committee Member, 2016
- Allied Arts, ARTini Committee, 2016
- The Pat Tillman Foundation, Oklahoma Pat's Run Shadow Run Captain, 2015 & 2016

Education

- B.S., Journalism and Political Science, Oklahoma State University

Speaking Engagements

- Speaker, Using CX Principles to Supercharge Marketing Automation, Emerge Virtual Conference Powered by the Association for Accounting Marketing, Nov 2021