

# MARK BURSON

EXECUTIVE PARTNER



In the early 1900s, Mark's great-grandfather and 3 brothers opened a dry goods store. Every time he went to visit his grandparents, he loved going down to the store. It was there that he had his first real exposure to a family-owned business. After graduating from Oklahoma State University in 1978 he applied for a job in Stillwater to work in a men's clothing store called Bates Bros. After a couple of years, he was approached with the opportunity to buy it. Over the next 14 years, he learned how to run and grow a business. He also served on the National Menswear Retail Board, which served over 5,000 stores around the country. It was during that time he saw the many problems other retail businesses were dealing with around the country. One of the biggest was succession planning.

He made the decision in 1994 to sell the business and focus his career on helping business owners with their succession strategy. Mass Mutual was already supporting an effort to educate business owners on that topic by developing centers around the country at universities. Mark joined Mass Mutual and set up his own company called Family Business Partners. The goal was to help the business owner develop an exit strategy. The company was successful at a local and national level in educating owners and training advisors on how to assist business owners with their strategies. Mass Mutual purchased the company, and Mark moved to Springfield, Massachusetts, to run the company and was eventually promoted to Vice President of Retail Distribution.

He returned to Oklahoma in 2007 to be CEO of Mass Mutual Oklahoma for 14 years; he continued to grow the organization into a top regional firm, always with a focus on providing advisors with all the tools and training to assist business owners with their planning needs.

Mark has been a speaker on family-owned business succession at associations and conferences around the country. He brings a lot of entrepreneurial experience and has Fortune 100 corporate management knowledge to help coach people to their goals. He has a passion to help develop leaders and work with business owners to prepare for the future.

## Current Roles:

- Executive Partners – Magellan Executive Partners
- Boy Scouts of America/Last Frontier Council Board of Directors
- Oklahoma City Chamber of Commerce/Board of Advisors
- Oklahoma City Public Schools Foundation Board

## Leadership History:

- CEO Bates Bros.
- CEO Family Business Partners
- Vice President Mass Mutual
- CEO Mass Mutual Oklahoma

## Honors:

- Eagle Scout- Boy Scouts of America
- Board member of the National Men's Wear Association
- Honored as one of Oklahoma's Most Admired CEOs
- Board member of the year for the National Main Street Association

About Magellan Executive Partners:

Magellan's mission is to grow executives worth following and build businesses that thrive. Working with CEOs, business owners, leaders, and companies around the country each year, Magellan is known for its expertise in corporate growth strategies and executive development.



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