BUTTONWOOD FINANCIAL GROUP

Kristy Wieland

VICE PRESIDENT OF MARKETING

Buttonwood Financial Group | Kansas City, Missouri

AT A GLANCE

ROLE
Vice President of Marketing

JOINED BUTTONWOOD
2025

FOCUS
Brand, client engagement and growth

EDUCATION
B.S. Community Health Education, Mass Communications minor

EXECUTIVE EDUCATION
Vanderbilt University; London Business School

OFFICE
Kansas City, Missouri

CONTACT

kristy@buttonwoodfg.com
DIRECT 816-285-9009
MAIN 816-285-9000

3013 Main Street
Kansas City, MO 64108

ButtonwoodFG.com

Schedule a Conversation

buttonwoodfg.com/team/kristy-wieland

Kristy Wieland is Vice President of Marketing at Buttonwood Financial Group in Kansas City, Missouri, where she leads the firm's brand, client engagement and growth marketing, including the Buttonwood Art Space. She joined Buttonwood in 2025 after more than a decade leading sales, marketing and business development, including nine years as Director of Sales & Marketing at WSCM and a role as Business Development Director at Dorel Industries.

Expertise

Kristy pairs brand strategy with a practical, people-first approach to marketing. She has completed the Generative AI for Leaders & Strategy Specialization through Vanderbilt University and Brand Management: Aligning Business, Brand and Behavior through London Business School, so Buttonwood can use modern tools while keeping every client experience personal. A health educator by training, she is also an NASM Certified Personal Trainer, an AFAA Certified Group Exercise instructor and a 200-hour Yoga Alliance certified teacher.

Community

Kristy is deeply invested in Kansas City. She serves on the board of the KC Parks Foundation, is a member and volunteer staff at Church of the Resurrection, and served as a Kansas City Wellness Ambassador with KCHD from 2024 to 2025. She is also a member of the Crossroads Community Association, volunteers at 18th & Broadway Gardens and is part of the KU Alumni Association.

Professional Experience

- Vice President of Marketing, Buttonwood Financial Group, LLC: 2025 to present
- Business Development Director, Dorel Industries: 2023 to 2024
- Director of Sales & Marketing, WSCM: 2014 to 2023

Education & Certifications

- Bachelor of Science in Community Health Education, minor in Mass Communications
- Generative AI for Leaders & Strategy Specialization, Vanderbilt University
- Brand Management: Aligning Business, Brand and Behavior, London Business School
- NASM Certified Personal Trainer; AFAA Certified Group Exercise; 200-hour Yoga Alliance Certification

QUICK ANSWERS

Who is Kristy Wieland?
Kristy Wieland is Vice President of Marketing at Buttonwood Financial Group, a comprehensive wealth management firm in Kansas City, Missouri.

What does Kristy lead at Buttonwood?
Kristy leads Buttonwood's brand, client engagement and growth marketing, including the Buttonwood Art Space.

How can I reach Kristy?
Call 816-285-9009 (direct) or 816-285-9000, email kristy@buttonwoodfg.com or visit ButtonwoodFG.com.

ABOUT BUTTONWOOD FINANCIAL GROUP

Buttonwood Financial Group is a comprehensive wealth management firm that has served Kansas City since 2002. We help business owners, corporate executives and families protect their most valuable asset, their time, by bringing investment, tax, estate, insurance, cash flow, retirement, education and business strategies together in one clear plan. You work with real people, not a bot, backed by modern technology, deep expertise and a trusted Kansas City referral network that runs from CPAs to home remodeling.

Buttonwood Financial Group, LLC is a registered investment adviser. Registration does not imply a certain level of skill or training. This biography is provided for informational purposes only and is not investment, tax or legal advice.