

September 8, 2021 -- Burkland a full-service fractional CFO, accounting, and HR provider for startups, today announced a new dedicated Consumer Group. Specifically developed to meet the needs and address the challenges facing consumer startups, the new Consumer Group at Burkland offers a seasoned team of CFOs, Controllers, Inventory Management Specialists, HR experts, tax advisors, and bookkeepers.

Burkland's new Consumer Group is the only one of its kind to offer strategic insight designed exclusively for consumer startups. The team has expertise in inventory challenges, logistics, supply chain strategy, in-house vs. outsourced manufacturing, sales tax, order fulfillment, and workforce strategy. Burkland's CFOs in the practice offer industry-specific best practices and insight in consumer industries like eCommerce & marketplaces, consumer goods & services, retail, media & entertainment, gaming, and more.

Burkland Consumer Group Services Include:

- Industry-specific expertise
- Fundraising & Cap table mgmt.
- Financial modeling
- Financial Planning & Analysis
- Metrics (Operational & VC focused)
- Working capital & cash flow mgmt.
- M&A, IPO finance support
- Inventory & COGs mgmt.
- Sales tax review
- SKU profitability
- Order fulfillment & invoicing
- In-house vs outsourced mfg.
- Logistics & supply chain strategy
- HR & Tax guidance

“We have been working with consumer startups since Burkland was founded but to formally create this practice of our consumer experts is very exciting. Our team brings the experience and knowledge needed to provide guidance on the unique challenges in the consumer sector around go-to-market strategies, pricing, inventory & working capital management, and scaling”, said [Marc Zablatzky](#), *Burkland's Managing Director Consumer Group*.

Burkland works with consumer startups like Tripp, Touch of Modern, Atoms, Whatnot, Veo, Finless Foods, Clara Foods, Klickly, UndergroundCellar, and over a hundred other startups in the consumer sector, offering specialized expertise. Burkland truly partners with its clients.

“Monj uses Burkland for CFO, accounting, tax, and now people operations services. Burkland is a true partner to Monj. Using Burkland for financial guidance and tactical operations support allows us to focus on our customer offerings and growing our business”, remarked *Adam DeVito, CEO, Monj*.

Burkland’s Consumer Group provides the expertise and insight consumer startups need so they can focus on creating innovative solutions and bringing their consumer products and services to market.

About Burkland's Fractional CFO Team

Burkland provides more than 400 SaaS, Healthcare, Fintech, and Consumer startups with strategic financial guidance from Pre-Seed to Series C and beyond. Our Fractional CFO Team knows how startups work, grow and secure funding to get them to the next level as they scale.

About Burkland

Burkland is a full-service fractional CFO, HR, and Accountant provider, serving more than 400 startups across the United States. SaaS, Healthcare, Fintech and Consumer startups rely on Burkland for smarter finance, accounting, HR, and tax guidance to grow with confidence. With more than 20% market share in the industry, we pride ourselves on giving startups expertise that makes economic sense for all growth stages, ranging from Pre-Seed to Series C. Our on-demand CFOs, accountants, HR, and tax experts give strategic guidance to ease a company's growing pains and provide financial and operational insight to scale. Learn more at [Burkland](#).

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