



## **Burkland Drives Next Generation of People Operations**

*Expert Bench Grows to Offer Expanded Fractional HR Services to Startups*

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SAN FRANCISCO--Burkland, a full-service fractional CFO, HR, accounting, and tax provider, today announces significant growth for its People Operations team, advancing and evolving HR services for clients. An expanded team of Burkland experts is helping startups focus on the employee experience, compliance, recruiting, and driving proactive, strategic planning.

“We wished we hired Burkland six months earlier, their strategic accounting, CFO, and HR services have been instrumental to scaling our streaming business,” said Lauren DeVillier, Founder and CEO, Struum.

Early-stage companies often do not have the resources for an in-house People Operations team but need the HR expertise to strategically design a compliant environment and build an engaging culture to attract and retain great people. A company dramatically increases their competitive advantage when People Operations partners with a startup’s CEO and Founders, enabling leadership to hire and build programs designed to achieve their company vision. Focus on the candidate experience is more critical now than ever. Experienced leadership understands the impact a great company culture has on their business and makes investing in people and people programs a top priority.

“HR has traditionally focused on policy, organizational structure, and compliance,” said [Sara Schrage](#), Managing Director of Burkland's People Operations Group. “These areas have always been and will continue to be extremely important for any company. However, to be competitive today and recruit talent in short supply, businesses must focus holistically on their team through engagement, performance, experience, and retention programs.”

People Operations programs should capture a company’s values and culture, as well as advance an environment of respect, empowerment, and continual learning. Employees need to understand how their role ties into the company mission and how their contributions impact the business. An experienced People Operations advisor can help a team identify the best strategy to scale, leveraging solutions like remote working, gig-workers, technological advances, and tools to automate and provide better experiences.

Despite concerns about a slowing economy, there is and will always be a shortage of great people. According to HBR, [“A high performer can deliver 400% more productivity than the average performer.”](#) Companies will be well served to invest heavily in their team, especially their top performers. The impact a high performer can bring, and the hit a company experiences

when a top performer leaves, is monumental. Partnering with an experienced People Ops professional is the best strategy a CEO can take to position a company for long term success.

Burkland's People Operations Practice has a team of experienced, HR Certified professionals specializing in Recruiting, Goal Setting, Performance Reviews, Compensation, DEI-Culture, Compliance programming and Leadership training among other services. For additional resources to guide effective employee engagement and people planning, see "[The Smarter Startup](#)" and explore Burkland's [People Operations](#) services.

### **About Burkland**

Burkland is a full-service fractional CFO, Accountancy, Tax, and HR provider, serving more than 600+ venture-backed startups across the United States. SaaS, Healthcare, Fintech and Consumer startups rely on Burkland for smarter finance, accounting, People Operations, and tax guidance to grow with confidence. As a leader in 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, People Partners, and Tax Experts give strategic guidance to ease a company's growing pains and provide insight to scale. Learn more at <https://burklandassociates.com>.

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