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TALENT AND MARKETING TEAMS COMBINE TO BECOME LASER FOCUSED ON EMPLOYEE AND CLIENT ENGAGEMENT

BerganKDV has merged the firm's marketing and talent teams to better support employee and client engagement. The team of 11 staff members is led by Brittani Von Roden. Roles include the traditional marketing and human resources functions as well as managers to specifically focus on culture and staff learning and development.

"Combining the two teams is the natural progression for our firm's focus on providing a wow client experience and empowering people," said President Earl Edeburn, "Great employee experiences translate to great client experiences, the two are completely intertwined. The team will be able to operate more seamlessly as one unit to attract, hire and train our staff who in turn will engage and delight our clients."

The firm's leadership team, led by CEO Dave Hinnenkamp, has been working over the past 18 months to realign the firm's structure, moving away from traditional silos by service area to a new accountability structure that is focused externally on the clients and communities served by the firm. Combining marketing and talent will knock down yet another traditional silo, allowing the firm to be better able to focus on successful strategies for recruitment and retention, firm culture and employee and client engagement.

"There are a lot of parallels between talent and marketing in the strategies that we use to attract people to our firm, whether they are potential employees or potential clients," said Von Roden, "I look forward to working with this team of talented individuals to leverage their unique strengths and skill sets to execute on those strategies which will propel this firm to even greater heights."

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About BerganKDV: BerganKDV is a leading professional services firm with a contagious culture; where growth is fostered and making a difference means something. Our values drive our decisions, and our passion is empowering people and creating a wow experience for our clients.

Powered by people who do business the Midwest way, BerganKDV delivers comprehensive business, financial and technology solutions including business planning and consulting, tax, assurance and accounting, technology, workforce management, wealth management and turnaround management services.

