

Industry: Media **Location:** New York, New York **Employees:** 215 **Solutions:** Onboarding, Reporting & Analytics, Paid Time Off, Employee Records **Contributor:** Kate Noel, SVP, Head of People

See how Morning Brew uses BambooHR to improve their **onboarding experience, track valuable data, and support work-life balance**—all while growing their business.



100% retention
WITHIN THE HR TEAM



WORK-LIFE BALANCE
satisfaction scores
over 80%



EMPLOYEE HEADCOUNT
grew from 18 to
over 300



Founded in 2015, Morning Brew is transforming the media landscape, providing accessible and entertaining coverage on topics like business, finance, and career development.

Reaching an audience of over 4 billion people through newsletters, podcasts, social media, and events, Morning Brew educates and empowers the leaders of today and tomorrow.



“BambooHR makes my life easier by being an honorary member of our HR team. It’s the first line of defense when people have a question.”

Kate Noel | SVP, Head of People Operations | Morning Brew

Challenges

Unable to Store Historical Data

"We quite literally did not have an HRIS system that could house historical data. So whatever the active information was, that's all there was. And for people not in HR, they might just think, well, that's all we need. Entering as the VP at the time, I had to explain that no, it's extremely important for us to be able to have a digital trail, especially if we have an expectation of retaining employees. We need to be able to look at the historical data and see people's progression within the company."

No System for Managing PTO

"Morning Brew prides ourselves on work-life balance. But we didn't have a system that could make PTO requests or check to see the amount of time someone takes off."

Outdated Onboarding Processes

"When I started, our offer letters were still on Microsoft Word. I thought, 'Oh, we've got some work to do!'"

Solutions

EMPLOYEE DATA SOLUTIONS

Powerful Reporting Capabilities

"As we've scaled, it's been great having reporting capabilities. If there's any salary or compensation analysis we need to run, or if we're looking at demographics and different people we have in our headcount, we can do that—it's been an invaluable help."

"Our Own Google"

"BambooHR is great for onboarding education. We're remote, so it's not as easy as in a traditional in-person office, where you can pick things up a little bit quicker. With BambooHR, new hires can go into the system to look up names they don't recognize or see who they report to. BambooHR turns into our own Google, if you will, for our company."

PTO SOLUTIONS

Effective Tools to Support Unlimited PTO

"We have unlimited PTO at our company, so we run a PTO audit to check who's requested time off each quarter. If someone hasn't, we'll ping that employee and remind them of the policy. It's one thing to talk the talk with unlimited PTO, but I know people tend to think it can be a little scammy, like, is it really unlimited? But if we're chasing you to remind you to use PTO, employees can see we genuinely want people to take time for themselves. We wouldn't be able to have those conversations without BambooHR."

ONBOARDING SOLUTIONS

Streamlined Onboarding that Prepares New Hires

"We've been able to streamline a lot of our onboarding. We survey new hires after onboarding, and we always receive feedback that

they feel prepared before their first day: they've already received notifications and know where to upload certain documents, et cetera."

HR SOLUTIONS

An Easy and Attractive Platform

"HR data analytics is a great world that people can explore more, and BambooHR makes it easy to do. There are other platforms that feel so clunky and aren't aesthetically pleasing. BambooHR looks like something I want to click on, and I enjoy looking at the color scheme while doing it. It makes it easier for me and the rest of my team."

Job Leveling for More Transparency and Employee Development

"We introduced job leveling at our company. For anyone who's gone through that, you know it's a pretty robust process, both in creating the leveling and rolling it out. Career progression is super important to anyone's employee experience, and it's been really exciting for us to be able to articulate what a job level means for a role, what the next level looks like, and the tools and competencies needed to get there. I wouldn't have been able to do all that without having BambooHR to help pull information."

Engagement Hubs for Remote Workers

"While 50% of our organization is located in the New York area, the other 50% is scattered throughout the United States. Based on analytics we pulled from BambooHR, we identified the top metro areas our remote employees reside in and gave them stipends to meet up to work together or do outside-of-work things. We wouldn't have been able to get that information unless BambooHR existed for us to pull that report on locations."

Greater Bandwidth for DEI Initiatives

“For the first time, we flew our ERG leaders into the New York office for a two-day summit, which was super great. We brought in speakers and trainers to make our ERG leaders feel equipped to do this work that they’ve volunteered their time and passion for. There’s no way we would’ve been able to pull off a two-day training summit at the top of the year without BambooHR taking care of the ‘busy work.’ We could pull ourselves away from the day-to-day stuff and focus on creating really unique and curated experiences.”

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See how BambooHR can set you free to do great work!

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