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**FIRM MANAGEMENT**

# SD Mayer Adds HR Advisory Firm WOVEN

WOVEN, which will remain an independent entity under the SD Mayer umbrella, provides HR strategy and operations to SMBs.

Jason Bramwell • Jun. 07, 2023



Bay Area accounting firm SD Mayer & Associates has acquired WOVEN, a human resources advisory firm providing HR strategy and operations to small and-medium

sized businesses.

WOVEN was established in San Francisco in 2017 by Carmela Krantz, who brings more than 30 years of HR leadership experience to SD Mayer.

“WOVEN takes a hands-on approach to human resources, helping our clients see and use HR as a strategic advantage and differentiator,” Krantz said in a press release. “Our work has always been about supporting growing businesses to help them understand how their HR practices meet their needs today and guide them to where they want to go to make them an employer of choice. SDM shares our commitment to collaboration and customization. We’re excited to bring our approach to HR strategy, operations, and the employee experience to the SD Mayer family of companies.”

WOVEN serves clients across all sectors, including technology, venture capital, consumer products, professional services, and non-profit.

“Carmela and her group have built one of the Bay Area’s leading HR consultancies, providing business owners and CEOs with high-quality HR solutions to help them meet their business objectives, while focusing on the employee experience,” said SD Mayer Founder and Managing Partner Stephen Mayer. “WOVEN brings extensive experience as former internal HR leaders and advisors to extend SDM’s mission to help businesses and their employees achieve long-term professional and personal success.”

WOVEN will remain an independent entity within the SD Mayer business portfolio, which also includes SDM Advisors, the firm’s wealth management arm that provides financial planning, investment, and retirement services.

SD Mayer, a member of the BDO Alliance, is based in San Francisco, with offices in San Mateo, San Leandro, and Menlo Park, CA, along with consultants located in other locations throughout the country.

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