

# Case Study: Amplifying Growth for an Award-winning Manufacturing Business



## Company

Warm Audio

## Website

<https://warmaudio.com>

## Industry

Manufacturing, Audio  
Equipment

## Location

Austin, TX

## About Warm Audio

Warm Audio manufactures pro audio equipment including microphone preamplifiers, compressors, equalizers, and microphones for the music industry. President Bryce Young founded his business in 2011 with the goal of making sonically high-end recording products more affordable to everyday musicians and recording engineers.

## Their Challenge: Changing People Needs in a Growing Business

Young began with a small staff of primarily hourly manufacturing workers located in a small warehouse in a remote industrial park. However, within four years, he knew he needed to expand his workforce with additional talent to continue thriving—*that's when he turned to Premier HR Solutions.*

## Sourcing and Hiring Top Talent

Young contacted Premier HR Solutions in 2015 for help hiring Warm Audio's very first "professional-level" employee, a Creative Marketing Director. He had very specific requirements for this position, as well as a limited budget.

**In only a matter of weeks, our team of expert HR Advisors successfully recruited and hired an ideal candidate for Warm Audio, even with a narrow candidate pool and on a budget.** The new Creative Marketing Director proved to be the right person to help execute a plan for expanding the business, *which grew into a thriving, multimillion dollar company within the next few years.*

As Warm Audio grew, Premier HR Solutions fulfilled their staffing needs by hiring:

- Administrative support staff
- Warehouse and logistics employees
- Mid- and senior-level operations professionals



“The Premier HR team has many years of HR experience that we rely on to help us handle sensitive situations and to grow our team on proven principles. Their team’s expertise in the industry is unparalleled.”

- Bryce Young, Warm Audio founder and president

### ***Launching Integral HR Infrastructure***

When Warm Audio’s workforce increased, so did the need to implement a solid HR infrastructure that would support successful growth. To accomplish this, we spearheaded a number of HR initiatives, including:

- Creating their first employee handbook
- Developing a safety program for their operations
- Conducting compliance training
- Selecting a medical benefit plan

### ***Ongoing HR Guidance and Support***

We have continued to provide Warm Audio with ongoing support for all of their HR needs through a **Monthly HR Service Plan**. As part of this convenient subscription-based program, a dedicated HR Advisor is on hand to handle issues such as:

- Managing compliance
- Resolving employee relations issues
- Providing manager and employee training
- Developing updated COVID-19 protocols
- Conducting market wage analysis
- Updating the employee handbook
- Managing unemployment claims
- Offering guidance on safety procedures
- Providing an on-demand HR hotline for employees and management

## **Growth and Impact**

Achieved 6X increase in revenue

Expanded from a small warehouse to owning a 44,000 sq. ft. building

Increased staff from 6 to 35 employees

Launched new product line and state-of-the-art recording studio

Need support for the people needs of your growing manufacturing business? We can help! [Schedule a free consultation today.](#)