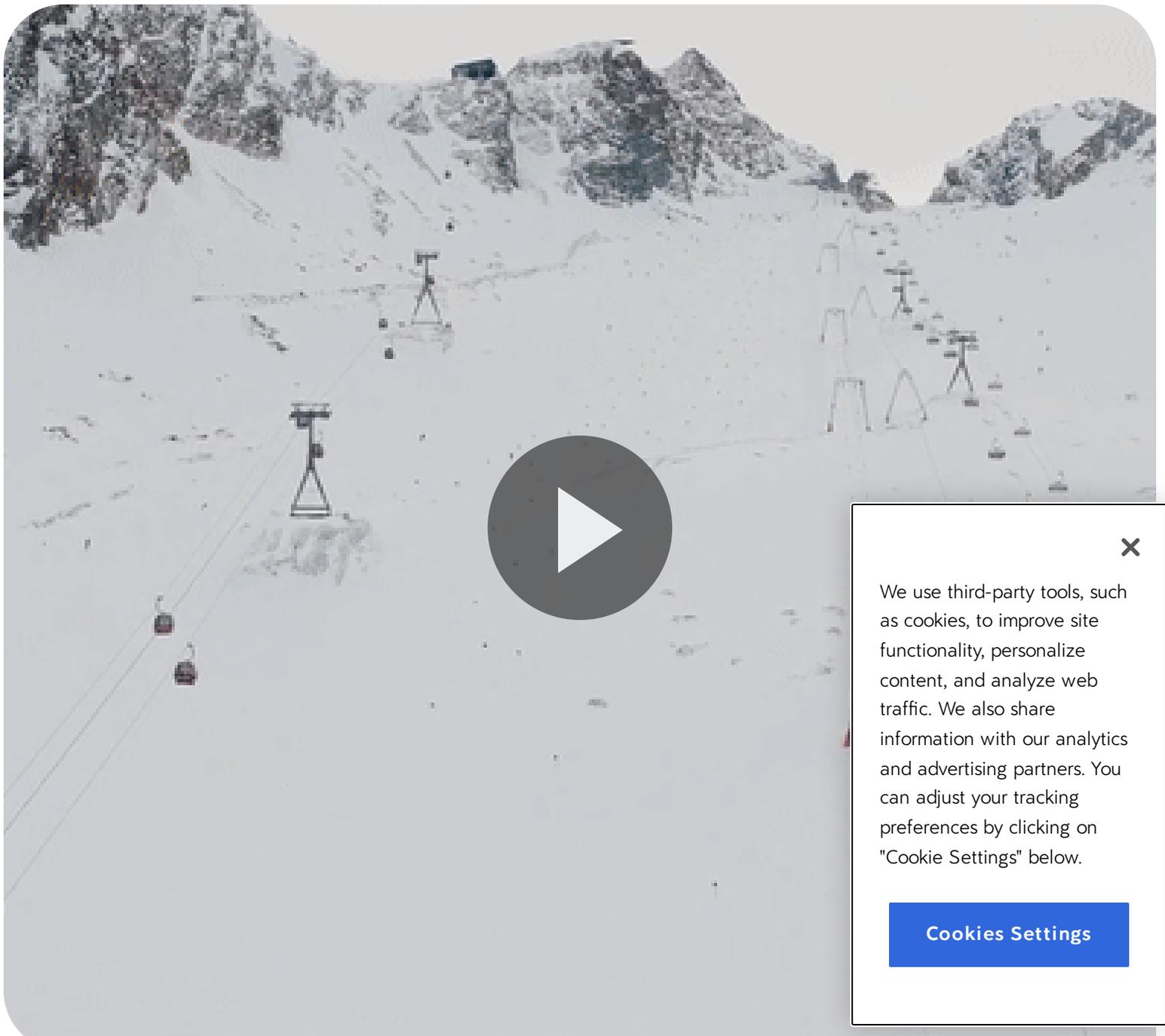


CUSTOMER STORY

Burton rides together on and off the mountain

The snowboard equipment and apparel company partners with Dayforce to streamline the employee experience.



✕

We use third-party tools, such as cookies, to improve site functionality, personalize content, and analyze web traffic. We also share information with our analytics and advertising partners. You can adjust your tracking preferences by clicking on "Cookie Settings" below.

[Cookies Settings](#)



**Real-time
global
reporting**



**Improved
employee
development
and
retention**



**Reduction in
payroll
processing
time**

COMPANY

www.burton.com

HEADQUARTERS

Burlington, Vermont, U.S.

INDUSTRY

[Retail and Hospitality](#)

PRODUCT USED

[Dayforce Payroll](#)

[Benefits](#)

[Time and Attendance](#)

[Recruiting](#)

[Learning](#)

[Performance](#)

[Compensation](#)

[Succession Planning](#)

We use third-party tools, such as cookies, to improve site functionality, personalize content, and analyze web traffic. We also share information with our analytics and advertising partners. You can adjust your tracking preferences by clicking on "Cookie Settings" below.

Since snowboarding became an Olympic sport in 1998, thousands of kids have watched elite athletes like Kelly Clark, Mark McMorris, Danny Davis and Zoi Sadowsky-Synnott dominate the sport of snowboarding. Some have even been inspired to become Olympic athletes themselves.

Where there's snowboarding, there's Burton. Founded in a Vermont barn in 1977 by Jake Burton Carpenter, a pioneer of the sport, the company was one of the first makers of snowboards and snowboarding equipment and apparel. To this day, Burton remains one of the sport's most well-known, innovative, and top performing brands.

Headquartered in Burlington, Vermont, Burton provides snowboarders and outdoor enthusiasts of all ages and abilities with the equipment and apparel they need for both on and off the slopes. As a certified B Corp, Burton has a strong commitment to sustainability through research, development, and innovation, and it strives to provide a top-notch employee experience. It's also committed to giving back: In 1995, Burton owners Jake and Donna Carpenter founded the non-profit Chill Foundation, with a mission to inspire young people to overcome challenges through boardsports and to build a more equitable outdoor community.

"Burton is a purpose-led brand rooted in snowboarding and the outdoors," says Justin Worthley, Senior Vice President of Global People and Culture. "Our goal is to positively impact the lives we touch by fighting for the future of our people, planet, and sport. That's why no matter who we are or what we do, we ride together."

The global company has offices and retail locations in the U.S., Canada, Australia, Japan, China, and Austria. It employs approximately 1,000 people, more than half of whom are based in the U.S. and Canada. Its workforce includes full-time, part-time, seasonal, occasional, and temporary staff who work in customer service, marketing, web design, creative, people and culture, accounting, technology, product development and more.

"Burton attracts people with brilliant ideas, with creative minds. And I think that's something that makes the culture just incredible. I've been here for 12 years and pretty much every day I'm in awe of the creativity that exists with the company," says Worthley.

Carving a path towards balance

Burton strives to be a product innovation pacesetter. As a global company operating in a changing world, it focuses on activities that simultaneously build trust, inspire loyalty, and drive growth. But it's not always easy.

Many employers today are trying to strike a balance between flexibility and compliance, employee experience and productivity, and employee expectations and budget realities. "It's about how to find that balance, not just from a company perspective, but also what's changing in the market and what they're looking for," says Worthley. "And if there's one thing that Burton is really good at, it's finding that balance. And like a rider navigating the mountain, I think that shows up inside the company – when obstacles show up, we figure it out."

We use third-party tools, such as cookies, to improve site functionality, personalize content, and analyze web traffic. We also share information with our analytics and advertising partners. You can adjust your tracking preferences by clicking on "Cookie Settings" below.

Recruiting and retaining skilled and dedicated employees who can advance its brand and develop innovative products to maintain its competitive edge is as important as ever for Burton. But disparate systems made things time-consuming to manage and prevented Burton from providing a best-in-class employee experience.

Burton needed a unified system that could support the delivery of its company philosophy, prioritize employee well-being, extend its company culture and access to information to every employee, everywhere, and improve its ability to provide development and advancement opportunities to its workforce.

Dropping in to a single system

Prior to Dayforce, Burton had different platforms for recruiting, payroll, HR, benefits, and employee surveys. Systems also varied depending on the country. “We called it HR soup,” says Laurie Robinson, People and Culture Strategist. “Each one of those platforms had to communicate with us so we knew what was going on, and then we had to communicate that out to our employees. It was too much.”

Burton wanted to shift to a one-stop shop solution that could streamline HR processes and support the employee life cycle. The company also wanted its chosen solution to be intuitive. “When we were evaluating our options to move ahead, creating a modern consumer-oriented user interface was really table stakes for us. It was not something we were willing to sacrifice,” says Worthley.

Burton decided to partner with Dayforce for [payroll systems](#), benefits, time and attendance, recruiting, performance, compensation, learning, succession planning, engagement, analytics, and Dayforce Wallet. The company began implementation in late-2021 and went live starting in June 2022.

“Dayforce is a modern, intuitive technology platform,” says Worthley. “Dayforce is living up to the expectations of the world around us and is a consumer-grade platform that is user friendly and functional.”

Having one employee record has been a huge improvement over the multiple employee records Burton previously had in its “HR soup.” Payroll processing now takes less time, and it’s easier to find and correct errors when they occur. Managers are able to run global reports that help with workforce and compensation planning. And having the whole company in one system helps streamline company-wide activities.

“The people and culture team are starting to be able to shift our focus from administering everybody in all these separate places to really focusing on employees and their development,” says Robinson.

Employees no longer have to manage five or six different applications to access information. They no longer need multiple login credentials and user experiences. They can now log into Dayforce and access information and award letters with just a few clicks. They can also use Dayforce Wallet, a flexible tool that allows employees to access the pay they’ve earned in real-time, whenever they need it.

“The pressure is coming from our competitors, and the expectations from the workforce have accelerated our need to have solid tools like Dayforce to meet the needs of our people today and move into Burton's present and future,” says Worthley.

A visible line into compensation

We use third-party tools, such as cookies, to improve site functionality, personalize content, and analyze web traffic. We also share information with our analytics and advertising partners. You can adjust your tracking preferences by clicking on "Cookie Settings" below.

Burton places high priority on ensuring employees are compensated fairly and equitably as part of its strategy to remain competitive and retain top talent.

Dayforce Compensation is helping in this effort by improving data visibility to allow for better strategic planning. Managers can see their employees' pay ranges and pay statistics, past pay actions and can use this information for budget planning. Employees have more transparency around their pay data to track how they're progressing through their career at the company. "Dayforce is really helping us be more transparent," says Robinson.

Burton started by using Dayforce Compensation for its annual bonus and base pay cycles in North America, and in 2024 expanded this process to include its global regions.

"Dayforce has improved pay accuracy and enabled consistent administration of our pay practices," says Worthley. "We used to spend about two months a year in a spreadsheet nightmare managing all the different variables that we had to sort through for annual compensation review. Dayforce Compensation has accounted for all those variables and made that much more efficient and accurate. The computation logic is powerful; we've yet to find comp plans that Dayforce can't automate."

When awards letters go out, employees often have questions about the math, and Dayforce shows all that in a simple display, again increasing transparency and building trust.

"We're able to create a structure that leaders, managers, and employees feel good about because they can see it and they understand the variables that are driving outcomes, and it's all in one place," says Robinson.

Traversing recruiting and development

Another of Burton's top goals is powering smoother and more effective talent recruiting, development, and retention.

"From the time somebody looks at an ad for our jobs all the way through coming to the company, being onboarded, and then becoming part of our team and our culture, we want that experience to always feel authentic, and we want the person to feel like they belong with us," says Robinson.

Burton's name recognition attracts large pools of candidates to the positions it posts, but sifting through applicants to find the individuals who will bring the right mix of skills, experience, and culture fit can be time-consuming, leading to a fragmented recruitment process.

Dayforce Recruiting helps Burton's people and culture team quickly filter through many applicants to find who really stand out and can contribute something unique to the company. The system streamlines the onboarding for new candidates, no matter where they are, ensuring they feel connected to the company from day one. "We have a lot more work to do to enhance this process, and there are several areas we will be digging into, with support from Dayforce," says Worthley.

Dayforce Learning is helping Burton create a skills development environment that's accessible and user-friendly. Last year, Burton rolled out "Summer School," which provided training on a variety of topics including communication skills, managing difficult conversations, and setting goals. Dayforce's platform helped package, rollout, deliver, and track completion of summer school, and is continuing to evolve on an ongoing basis.

We use third-party tools, such as cookies, to improve site functionality, personalize content, and analyze web traffic. We also share information with our analytics and advertising partners. You can adjust your tracking preferences by clicking on "Cookie Settings" below.

“We expect that using the tools in Dayforce Talent is going to help ensure we can connect employees with the information they need to be successful in their roles, and in the process drive home that we care about them, increase engagement and drive better results,” says Robinson. “We are very focused on their progression through their professional development and on being able to react to their requests and suggestions.”

Burton and Dayforce – We Ride Together

“One of the foundations of the Burton Stance (Burton’s mission/vision/values statement) is ‘We Ride Together’, and we’re excited to be riding together with Dayforce, and to be collaborating in elevating the employee experience at Burton,” says Robinson.

“If I were to recommend Dayforce to somebody who’s looking to implement an HRIS system, it would be an easy recommendation,” says Robinson, “because everything’s in one place.”



HR INSIGHTS

Recalibrating your hiring strategy from start to finish

Can you see the holes in your hiring process? Let’s drill down on every step of the talent acquisition process from creating your job posting to making an offer.



CUSTOMERS & COMMUNITY

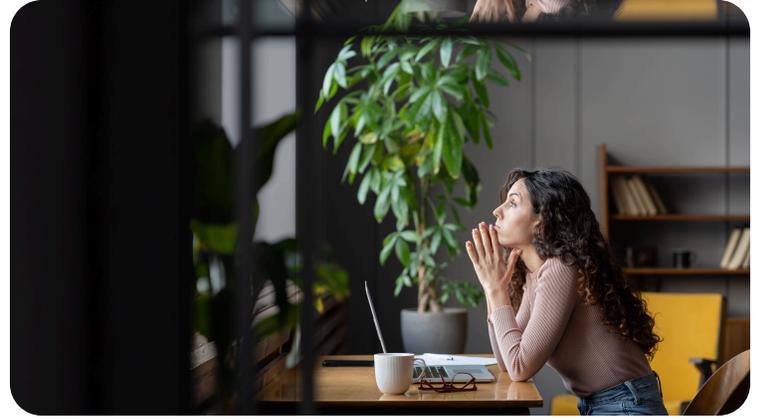
Minnesota Time Sianneh Mulba workforce trend

Is it a slam dunk or an air
Inclusion Officer Sianneh
today’s hot HR topics.

We use third-party tools, such as cookies, to improve site functionality, personalize content, and analyze web traffic. We also share information with our analytics and advertising partners. You can adjust your tracking preferences by clicking on "Cookie Settings" below.

What is career catfishing and how can HR help prevent it?

HR trends like career catfishing might feel like just another buzzword. Our Chief People Officer shows why there's more to it than a headline and how HR professionals can help prevent it.



Related Customer Stories

[View all stories](#) →



FINANCIAL SERVICES | VIDEO

BCU transforms HR with a single system and AI-powered support

The credit union modernizes HR with Dayforce to deliver a more connected, AI-powered employee experience.



PUBLIC SECTOR | VIDEO

City of Carrollton the good of its

Local government partner modernize HR processes experience for greater pu

We use third-party tools, such as cookies, to improve site functionality, personalize content, and analyze web traffic. We also share information with our analytics and advertising partners. You can adjust your tracking preferences by clicking on "Cookie Settings" below.

New Look fashions HR management transformation

Popular clothes retailer partners with Dayforce to integrate six separate HCM systems onto one.



Ready to get started?

Request demo

Talk to Sales

First Name *

Last Name *

Business Email *

Business Phone *

Job Title & Department *

Company Name *

Total Employees *

0

Zip Code *

Country *

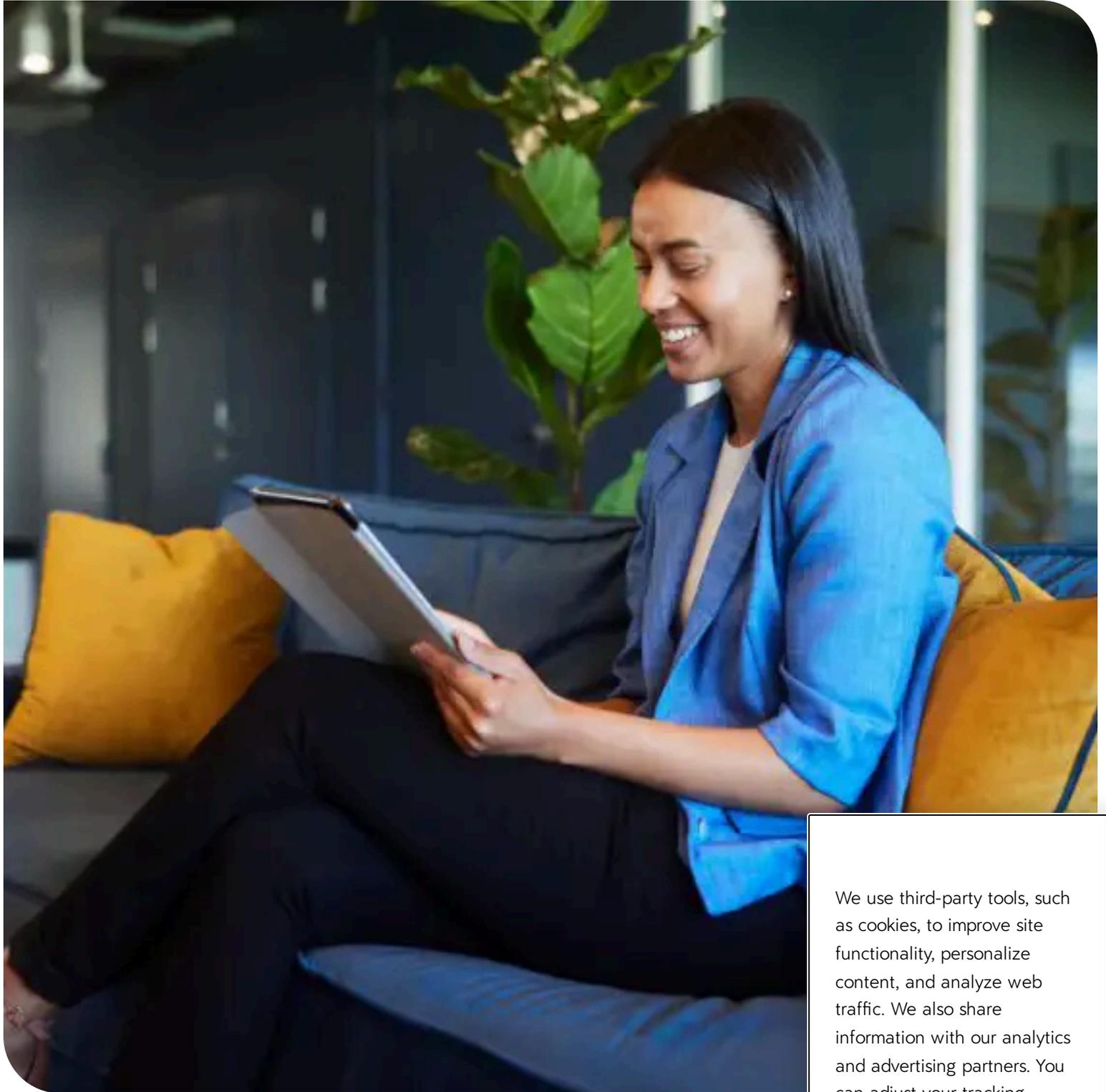
Country

We use third-party tools, such as cookies, to improve site functionality, personalize content, and analyze web traffic. We also share information with our analytics and advertising partners. You can adjust your tracking preferences by clicking on "Cookie Settings" below.

See the Dayforce [Privacy Policy](#) for more details.

Get a demo →

This site is protected by reCAPTCHA and the Google [Privacy Policy](#) and [Terms of Service](#) apply.



We use third-party tools, such as cookies, to improve site functionality, personalize content, and analyze web traffic. We also share information with our analytics and advertising partners. You can adjust your tracking preferences by clicking on "Cookie Settings" below.

Why Dayforce?



Company Size



Industries



Dayforce



Services & Support



Resources



Get Started



Who we are



🌐 USA (English) ▼

© 2026 Dayforce

[Privacy](#) [Terms](#) [Accessibility](#) [Cookie Notice](#) [Cookies Settings](#) [Vulnerability](#)

We use third-party tools, such as cookies, to improve site functionality, personalize content, and analyze web traffic. We also share information with our analytics and advertising partners. You can adjust your tracking preferences by clicking on "Cookie Settings" below.