

Better Futures appoints Linda Stroman as the first V.P. of Human Resources, Talent & Culture to lead the U.S. Market

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Washington, D.C. Better Futures has formally announced the new Vice President of HR, Talent & Culture – Linda Stroman, effective from 14 December 2023. She has been a fixture with Better Futures as a consultant for many years, assisting with various large scale contracts as the primary HR consultant supporting Centers and Family Day Home businesses. Now, as part of the newly formed leadership team, she will bring her extensive expertise to the development of new portfolios within various areas of Better Futures and CRAFT By Better Futures.

She will be leading CRAFT Executive's strategy, including amplifying management coaching, group learning and professional development opportunities for early learning associations and corporate partners, as well as drive its growth and success in the U.S. market.

Regarding the announcement, Dr. Robert Gundling, Co-Founder and CEO of Better Futures, said: "I would like to extend congratulations to Linda Stroman for her appointment as the V.P. of HR, Talent & Culture. She will assist us in paving the way to expand our services to include support to early learning Educators and families of children with special needs and developmental delays which is sorely needed. Families with children with special needs have to quit their jobs because they are unable to find ECE programs that are willing to serve their children."

Linda Stroman has over two decades of experience in human resource management and has a deep understanding of DEI, talent recruitment, employee relations, financial literacy and managing people within an organizational culture. Linda Stroman has been with Better Futures since 2019, where she has contributed skills and expertise to the creation of new business portfolios with a proven track record of success.

"Also, I would like to take a moment to express my deepest gratitude to Ms. LaToya Riggins for her invaluable contributions to the Better Futures Group over the past four years. Ms. Riggins's dedication and leadership have been instrumental in driving the success of CRAFT By Better Futures. Her expertise and positive attitude not only inspired changes in our organization, but also made a lasting impression on each and every one of our members."

"With Linda Stroman's leadership and expertise, we are confident that she can bring a wealth of experience to deliver digital customer-centric solutions and sustainable growth to Better Futures and CRAFT. We look forward to working with her. She adds another layer of expertise for our members and clients that takes a deep dive into one of the major issues challenging the industry-Hiring & Retaining Staff" concluded Ms. LaToya Riggins, V.P. of Professional Development of CRAFT By Better Futures.

About Better Futures

Better Futures, LLC is an early childhood education consulting firm based in Washington, DC with over 75 years of experience. They offer a full range of services and professional development to the early care and education market, with a client portfolio that includes government agencies, nonprofit organizations and community-based programs. Their growing portfolio of early care customers receive outstanding value, state-of-the-art infrastructure, and results-driven consulting based on a multidisciplinary approach.

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