



EMPOWERING YOU AND YOUR CLIENTS TO

# Scale Locally, Expand Globally

► BRIARS





# Introducing our Client Solutions Director



**EMMA  
LISAUSKAS**



**CLIENT SOLUTIONS  
DIRECTOR**

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Hi, I'm Emma Lisauskas, Client Solutions Director at Briars and I'm delighted to introduce how we can work together to help you and your clients scale locally and expand globally.

With over two decades in the global expansion space, I've seen firsthand how international growth has shifted from being a nice-to-have to a business imperative. Today, companies need trusted partners who can deliver operational excellence and simplify global complexity. That's where Briars comes in.

At Briars, we're obsessed with client experience. Our team acts as an extension of your clients' in-house operations providing premium-level support across accounting, tax, HR, and payroll in over 112 countries worldwide.

We're here to support, challenge, and deliver so your clients can scale confidently, and you can stay focused on what you do best. As your dedicated contact, I'm here to build tailored solutions and ensure a seamless experience from day one.

We offer three powerful ways to work together, each designed to help you grow your offering, unlock new revenue streams, and deliver exceptional value to your clients.

Let's discover a world of opportunity for you and your clients with Briars...

*Emma Lisauskas*



# Who Are We?



## OUR HERITAGE

For over 30 years, Briars has built its heritage on three core pillars: exceptional people, a comprehensive range of services, and unmatched geographical reach. Our expert teams provide tailored solutions, becoming extensions of our clients' teams, with a fanatical focus on client experience to drive global success.

## OUR GOAL

**To be, undeniably, the number one provider of international expansion services.**

This is our North Star, guiding every decision and action we take.

## OUR NON-NEGOTIABLES

### 1 Fanatical About Client Experience

We are relentless in delivering extraordinary client experiences. This is non-negotiable.

### 2 Guardians of Our Culture

Our culture is sacred. We protect it fiercely, support one another, and live by our shared values.

### 3 Trailblazers of Innovation

We don't follow the beaten path; we create new ones. We continuously seek better ways to serve our clients and lead our industry.

## OUR SPACE IN THE MARKET

Briars occupies a unique space in the market, recognising that global expansion is a monumental step for any business.

We offer outsourced professional services across the entire professional services spectrum including accounting, tax, and HR, giving you a single location for all your needs, in all countries.

Unlike tech-only portals, we provide hands-on support, becoming an extension of your operational and management teams. We design tailored processes around your ways of working, deliver MI that drives smarter decisions, and implement technology that serves your business - ensuring you never have to work around it.

# Our Global Leadership Team



**ANDREW  
FAHEY**

**CHIEF EXECUTIVE  
OFFICER**



**GEMMA  
BIGNELL**

**CORPORATE  
SERVICES DIRECTOR**



**EMMA  
LISAUSKAS**

**CLIENT SOLUTIONS  
DIRECTOR**



**PHILL  
ANDERSON**

**GLOBAL HR  
DIRECTOR**



**STEFAN  
DUNN**

**TRANSFORMATION  
DIRECTOR**



**EMMA  
HODGKINSON**

**HEAD OF SOLUTIONS  
& SERVICES**



**TRACY  
ADAWAY**

**HEAD OF PEOPLE  
SERVICES**



**JOHN  
D'ARCY**

**HEAD OF  
MARKETING**

**300 +**  
years of team expertise

Briars is powered by an exceptional Global Leadership team with over 300 years of combined experience in international expansion.

Our leaders are seasoned professionals with proven track records across multiple countries and industries, empowering and improving our clients.

Each client is partnered with a member of our leadership team, offering strategic support and Global Account Management.

This personalised approach ensures we fully understand your goals, deliver a superior client experience, and implement proactive, tailored solutions.

We provide seamless, hands-on support, enabling businesses to expand confidently into even the most complex markets while excelling in their domestic operations.



# Two Worlds Come Together – One Global Expansion Partnership

The landscape of global expansion is changing, can your clients afford not to!

52%

of businesses have switched accountancy providers due to a lack of integrated tax and compliance support.



40%

higher retention rate for firms offering a full suite of services rather than those offering solely legal.



68%

of companies prefer HR service providers that also offer compliance and payroll solutions to streamline operations.



48%

of multinational businesses changed payroll providers because of compliance risks and lack of global tax expertise.





# Our Global Footprint



## Global Account Manager

Each of our clients is assigned a dedicated global account manager, ensuring a single point of contact to simplify the complexities of multi-country solutions while expertly managing the client experience for complete peace of mind.

## Regional Operational Teams

Our solutions are delivered by field experts across multiple continents and countries, tailored to your needs with customised service, data, and reporting, all expertly managed by your dedicated global account manager to work seamlessly for you

## Strategic Owner

A senior member of our leadership team is assigned to each client, conducting an annual strategic review to proactively align and explore mutual strategies, uncovering new opportunities to enhance our collaboration.

**3000+**

Clients Supported  
Worldwide

**100+**

Markets successfully  
Navigated

**25+**

Outsourced  
Professional Services

**1**

Global Point of  
Contact



# Our Full-Service Summary

## Corporate Services

- Global Accounting Solutions
- International Tax Services
- International Payments & Banking
- International Compliance
- International Treasury & FX
- Fractional FD Solutions

## Payroll Services

- Bespoke Payroll Solution Design
- All Types of International Payroll
  - Employer of Record
  - Agent of Record
  - Non-Resident Employee Payroll
  - PEO
  - Traditional Outsourced Payroll

## People Services

- Global HR Solutions
- Employment Legislation
- Global Mobility Solutions
- Immigration Solutions
- M&A Integration
- Fractional HRD Solutions

## Workforce Services

- Personal Tax Solutions
- IC Verification Tests
- IC Accountancy Services

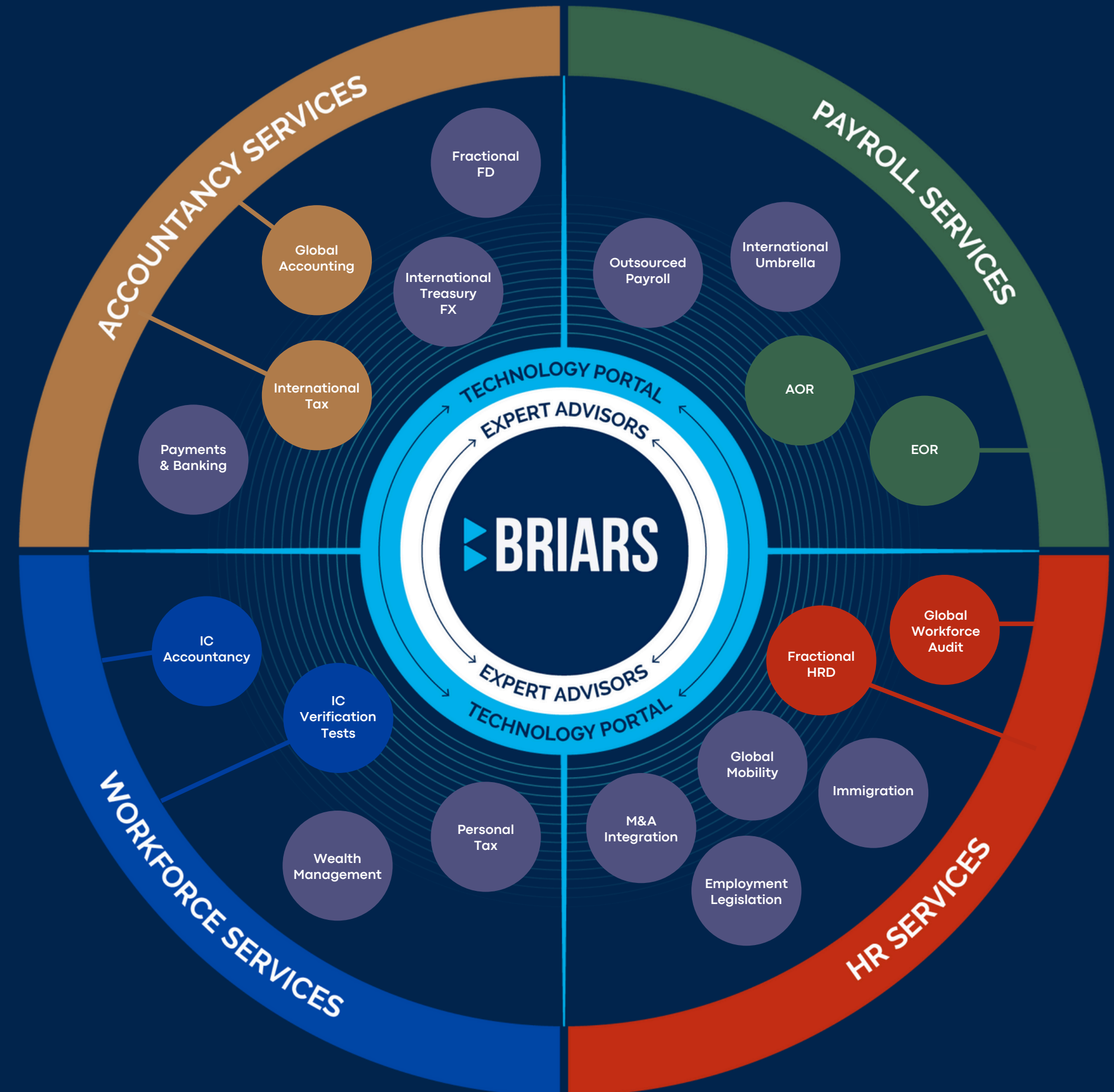


# Our Global Outsourcing Platform

## A People-Driven 360° Model Powered by Technology

Briars is your total platform solution, providing HR, Payroll, Corporate, and Workforce Services through an expert blend of people and technology. More than just a service provider, we proactively guide your business with strategic direction, acting as a single point of contact to simplify complexity.

Our approach is designed to identify, block, and tackle risks before they arise, ensuring your operations remain seamless and compliant. We're not just an EOR provider or accountant—we're your strategic partner in global expansion, dedicated to driving success, removing barriers and enabling confident decision-making at every step.




[Watch the Walkthrough – Our CEO guides you through the Briars Platform and how our connected services power seamless global expansion.](#)





BRIARS GROUP:

# Who We Partner With



At Briars, we partner exclusively with the most trusted and exceptional professional services firms—from HR and payroll to accounting, tax, and beyond. Our global partnerships are built on quality, integrity, and a shared commitment to client success.

Whether you're an elite HR consultancy in the U.S. enhancing workforce strategy, a top-tier EOR provider in Dubai delivering global compliance, or a leading law firm in France guiding clients through international complexity; we align only with those who share our high standards and passion for excellence.

But what truly sets Briars apart is how we help our partners unlock more—more opportunity, more value, more global growth.

We don't just deliver services; we deliver strategic insight, helping you stay ahead of regulation, uncover niche revenue streams, and offer smarter solutions to your clients.

We're not here to follow the crowd. We're here to elevate your offering, protect your client relationships, and power your growth on a local or global stage.



# Choose Your Partnership Model

We offer three structured ways to work with us, depending on your requirements:



## Referral Relationship

Straightforward. High-integrity. No channel conflict.

- ◆ Just introduce Briars to clients needing international support
- ◆ We'll keep you updated and pay agreed commissions
- ◆ You remain the trusted domestic advisor



## Strategic Partnership

Collaborative. Co-branded. Commercially valuable.

- ◆ Joint go-to-market planning powered by Briars
- ◆ Shared content, events, and campaigns
- ◆ Reciprocal referrals and strategic account targeting



## Join the Briars Global Network

Scale without scaling and become part of our Global Platform

- ◆ We manage sales, onboarding, marketing, and compliance
- ◆ You gain international client work under the Briars brand
- ◆ Replace fixed costs & boost utilisation through our global engine



# Our Global Partnership

## Ongoing Collaboration & Next Steps

### Relationship Management

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A dedicated account manager with regular reviews to assess lead quality, performance, and strategic alignment sessions.

### Partnership Agreement

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We'll agree clear roles, mutual goals, and reporting structures, with defined success metrics and review cycles.

### Joint Action Plan

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We'll assign key stakeholders, building a shared delivery roadmap with milestones, and set up regular check-ins.

### Training & Enablement

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Undergo a comprehensive onboarding and training program to ensure teams are equipped to drive success.

### Marketing Support & Co-Branding

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Development of joint campaigns and shared content supported by access to co-branded materials and partner resources.



BRIARS + YOU

# Discover a world of opportunity

[sales@briarsgroup.com](mailto:sales@briarsgroup.com)

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