



Tinker HR

By Tom McKenna

Brian Kinzie, the owner of Tinker Human Resources, says “I didn’t want to call the business ‘Kinzie Consulting’ because my entire life people have always spelled my name wrong. A ‘tinker,’ going back to medieval times, was a person who travelled from place to place fixing things,” he explains. “It seemed like a good fit for what a consultant does.”



What Tinker HR does is provide human resource services with a focus on supporting small businesses. From HR strategy to policies and procedures, they help a business through any stage of their development. “We take the time to get to know your organization, learn what your goals are, and then create solutions,” Brian says. “No pre-packaged, one size fits all answers. It can be anything from a phone consult on how to best deal with a tricky employee situation to being on-site to conduct a full compliance audit. We can scale the service to work with the individual business.”

Brian lives in the Millstone neighborhood with his wife and two children, who attend Shady Grove Elementary. They’re avid volleyball players, and belong to the Richmond Volleyball Club. Brian also homebrews, and is a board member of James River Homebrewers.

Brian recalls, “I started Tinker HR after having spent 20 years in human resource management in the corporate world. I began just helping out a friend’s small business, and discovered that I really enjoyed consulting, especially helping out a company that would not normally have had access to human resource support.” He values being accessible to his customers: “When a customer has a question, they can just pick up the phone or shoot out an e-mail and get an immediate answer. Since I am just getting started, I have the flexibility to easily work around the schedules of my clients.”


Brian says the thing he enjoys most about HR is “working to get management/ownership and employees on the same page, working with each other towards common goals as opposed to being at odds with each other. When you can create that alignment, companies take off and it is a lot more fun to come in to work every day.”

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