

Boutique Recruiting CEO Innesa Burrola Named Finalist for San Diego Business Journal's Business Women of the Year Award

Burrola's bold energy, strong work ethic and commitment highlighted amongst female leaders whose influence stand out in San Diego's business community.

SAN DIEGO, CA, UNITED STATES, December 4, 2025 /EINPresswire.com/ -- [Boutique Recruiting](#) is

“

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Innesa Burrola

honored to announce that CEO and co-founder Innesa Burrola has been named a finalist for the San Diego Business Journal's Business Women of the Year Awards 2025 for the third time. This recognition highlights women whose leadership, performance and influence continue to shape San Diego's business community.

Burrola has earned a reputation as one of the region's [most forward-thinking leaders](#). Her bold energy, strong

work ethic and commitment to real communication have defined the culture of Boutique Recruiting since its founding. She built the firm on the belief that companies reach higher levels of performance when leaders and hiring partners are willing to be honest about what is actually standing in the way of progress. That clarity has allowed the firm to consistently connect businesses with talent that elevates teams and strengthens long-term results.

“In our industry there is constant pressure to move fast, but speed without clarity causes more problems than it solves,” Burrola said. “The real work is asking the uncomfortable questions that reveal why a role has been difficult to fill. Once you understand the root cause, you can solve it with more precision because you know what you are truly looking for. Our job is to look beneath the surface and evaluate every dimension of the client and the candidate so the alignment is real and mutually beneficial for parties.”

Burrola's approach stands out because she has always led from her own authenticity rather than following trends. Her directness, high standards and belief in honest conversations have been the heart and soul of Boutique Recruiting since the beginning. She built the company by living out the same principles she teaches, without knowing how relevant those values would become in today's market. As businesses now search for clarity, candor and real human understanding,

her firm's approach has proven not only effective but ahead of its time.

The Business Women of the Year Awards luncheon will be held on December 11, 2025, at the Hyatt Regency La Jolla Aventine. Final winner announcements and a recap will follow in a special edition of the San Diego Business Journal. You can find the complete list of 2025 finalists here:

<https://bit.ly/4pDvtY6>

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