



## **Michael Shoniker**

Advisor to Small Business Owners in Managing Payroll and Benefits.

# **Michael Shoniker**

Entrepreneur, Business Owner, VP

Michael Shoniker is a Charlotte, North Carolina-based executive with over sixteen years of experience in business ownership and financial services. His career began in the 401(k), where he served as a high-achieving sales professional for the nation's largest retirement plan provider. With more than fifteen years dedicated to the retirement planning field, he now oversees client relations and participant education at a reputable investment advisory firm. He guides clients through complex retirement strategies, ensuring they receive knowledgeable support for long-term financial security.

### **Driving Innovation in Private Equity**

In addition to his client service leadership, he serves as the Vice President of Business Development at an alternative investment firm. He focuses on the Registered Investment Advisor (RIA) market, facilitating advisors' access to private equity opportunities through custodial channels such as Charles Schwab. The firm employs a multi-strategy investment approach targeting real estate and infrastructure sectors. His strategic vision and market expertise help advisors

meet the evolving needs of high-net-worth individuals while supporting the firm's continued success in capital growth and investor returns.

### **Entrepreneurship in the Health and Wellness Sector**

Alongside his financial career, he is a health and wellness entrepreneur who owns a premier float therapy spa in Charlotte. His business delivers a transformative experience through sensory-deprivation float tanks filled with Epsom salt-infused water. This environment promotes pain relief, relaxation, and recovery for clients, particularly those seeking relief from stress, physical strain, or mental health conditions. His wellness center has become a trusted destination for individuals looking to improve their physical and emotional well-being through alternative therapies.

### **Recognition and Excellence in Sales**

His background includes a distinguished tenure in corporate sales for multiple Fortune 500 companies. During that time, he was honored ten times with the President's Club award and frequently ranked among the top five sales professionals nationally. These achievements reflect his unwavering commitment to excellence and customer success. His sales expertise laid the groundwork for launching and scaling multiple businesses, including two successful float therapy franchises in Charlotte, North Carolina, and Fort Mill, South Carolina.

### **Community Outreach and Charitable Support**

His float therapy ventures have extended well beyond business by giving back to those in need. His Charlotte location features six float pods and can accommodate nearly fifty appointments daily. He has donated more than 2,500 sessions to military veterans coping with PTSD, offering ongoing complimentary services on dedicated days. During the COVID-19 pandemic, he provided over 500 free floats to medical professionals and first responders. He has also contributed more than 300 sessions to nonprofits focused on youth programs, mental health awareness, and disease prevention in the greater Charlotte area.

### **Consulting Services for Small Business Growth**

In 2023, he launched a consulting firm to serve small business clients seeking efficiency and cost savings. His company specializes in outsourcing processes like payroll, human resources, and benefits administration. Leveraging his formal education in finance and economics, he delivers personalized solutions that allow entrepreneurs to streamline their operations. His work empowers small businesses to reduce costs, improve compliance, and focus on long-term strategic planning for sustainable growth.

## **Retirement Sales and Advisory Foundations**

Earlier in his career, he worked as a regional retirement plan consultant for a national human capital management company. In this role, he helped small and mid-sized companies evaluate, select, and implement retirement and benefits programs. He was instrumental in acquiring and converting 401(k) clients through relationship-building and strategic consulting. His efforts earned him national honors such as Rookie of the Year and several top-ten rankings among over 450 representatives, showcasing his early leadership and industry expertise.

## **Family Life and Personal Passions**

He is a proud husband and father who finds fulfillment in spending time with his wife and son. Outside of his professional endeavors, he is passionate about fitness, wellness, reading, and personal development. He regularly listens to business and sports podcasts and follows professional football closely, especially supporting his favorite team and quarterback. He enjoys golfing and traveling with his family, creating a balance between personal passions and a rewarding professional life.

## **Academic Background and Honors**

His academic path began at a university in New York, where he studied business, finance, and economics. Maintaining a 3.5 GPA, he actively participated in business clubs and student organizations. He joined multiple industry associations and was inducted into a distinguished international honor society for business excellence. He graduated in 2009 with a degree in Business Administration, equipping him with the tools and insight necessary to succeed in competitive business environments.

## **Enduring Impact and Entrepreneurial Vision**

Michael Shoniker brings a unique combination of financial acumen, sales leadership, and community commitment to everything he does. Whether guiding investors, serving local businesses, or supporting wellness in his community, he consistently demonstrates professionalism, compassion, and drive. His work continues to influence lives across industries, and he is a model of modern, purpose-driven entrepreneurship.