

InfinitiHR Case Study

The story of Infiniti HR begins with a simple belief: people deserve better. When Scott Smrkovski, Chief Executive Officer and Co-Founder of Infiniti HR, and Mark Schwaiger, Managing Partner, Chief Experience Officer, and Co-Founder, launched the company in 2008, they set out to build the kind of organization they wished had existed when they were starting their careers.



At A Glance

- Founder-led PEO established in 2008
- Approximately 100 internal team members
- Supports businesses ranging from startups to large national employers
- Nationwide client footprint
- Industries include hospitality, healthcare, franchises, technology, professional services, construction and more

After spending years helping build another company in the industry, they saw an opportunity to create something different, one that put both employees and clients first. “We didn’t like how they were treating their people. We didn’t like how they were treating their customers,” Scott recalls. “We decided we could do it better.” That commitment to people remains at the center of Infiniti HR today.

Built on relationships. Focused on growth.

From a single employee in 2008 to a nationally recognized PEO serving businesses across the country, Infiniti HR has grown by helping employers navigate payroll, compliance, HR administration, risk management and employee benefits, all through one relationship. At the same time, the expectations of employers have evolved.

“Now it’s more of what benefits are there to offer so I can retain my staff and my employees and make them happy,” says Dawn Cloin, Vice President of Benefits.

To meet those expectations, Infiniti HR needed a partner who could bring expertise, flexibility and support to a growing client base.

The Opportunities

Support rapid growth

As Infiniti HR expanded its sales organization and client footprint, the team needed scalable benefits expertise and nationwide market access.

Deliver customized solutions

Infiniti HR wanted the flexibility to offer solutions tailored to each client's needs rather than forcing employers into a standard model.

Improve the employee experience

From open enrollment meetings to ongoing benefits education, clients needed support that helped employees understand and use their benefits with confidence.

Stay ahead of emerging trends

As technology and AI continue to evolve, Infiniti HR wanted a partner committed to innovation while maintaining a people-first approach.

"When we partnered with Daybright, it was more than I actually expected. The biggest thing is probably the communication. It's nonstop. They've been our extension. It's like an extra limb."

Dawn Cloin
Vice President, Benefits



An extension of the team

Infiniti HR partnered with Daybright Broker Solutions to strengthen its benefits offering and enhance support for both clients and employees.

"When we did partner with Daybright, it was more than I actually expected," says Dawn. "The biggest thing is probably the communication. It's nonstop."

Today, the teams meet weekly to discuss client needs, market trends, open enrollment planning, product strategy and future opportunities. Rather than only addressing issues as they arise, Daybright helps Infiniti HR stay proactive.

"We don't just focus on issues," Dawn explains. "We talk about what's coming up in the future."

That collaboration extends across the entire client experience, from exploring new products and evaluating carriers to resolving claims issues and supporting enrollment meetings.

The Results

Open enrollment support at scale

As Infiniti HR launched new products and grew its benefits portfolio, Daybright supported open enrollment with employee meetings, materials, benefit guides, presentations and multilingual support.

More flexibility for clients

Daybright's nationwide resources allow Infiniti HR to customize solutions based on geography, carrier preferences and employee needs.

Faster responses and stronger service

From claims support to carrier coordination, Daybright helps Infiniti HR resolve issues quickly and efficiently.

Innovation without losing the human touch

With AI on the rise in benefits, both organizations use technology to improve the experience, not replace relationships.

InfinitiHR's Service Lineup

Benefits Consulting & Strategy

- Benefits market expertise
- Product evaluation and recommendations
- Local market solutions
- Carrier and vendor management

Education & Enrollment

- Open enrollment support
- Employee meetings
- Benefit guides
- Enrollment materials
- Multilingual assistance

Dedicated Service

- Weekly strategic planning
- Claims support
- Client issue resolution
- Ongoing consultation

Innovation & Technology

- Claire AI-powered support
- Digital resources
- Benefits communication tools
- Employee engagement solutions

About Daybright Financial

Simply put, we are one of the nation's largest independent, privately held firms specializing in employee benefits, retirement plans and all their associated compliance needs. Since 2008, we have grown by acquiring over 65 local and national firms that have been trusted members of their communities for decades. Independently certified as a "Best Place to Work - USA," we currently serve over more than 32,500 employer groups and 3.6 million plan participants nationally.



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