

Taking the headache out of HR

Infiniti HR

INDUSTRY: Human resources
IN A NUTSHELL: Outsourced payroll, HR and other benefits and services.
FOUNDED: 2008
HEADQUARTERS: Olney, MD
SIZE: 9 full-time employees, 4,500 worksite employees



Scott Smrkovski
CEO



Smrkovski hoping for a big catch.

Local. Local. Local. That's Scott Smrkovski's motto when it comes to his company Infiniti HR. The firm, he says, is a "local company using local carriers to serve home-grown local clients."

Infiniti HR offers customizable and convenient solutions for those local clients – whether they need a person to do payroll or an entire suite of HR services.

"Workers comp, payroll, taxes, unemployment, HR compliance, benefits. These are all issues that take CEOs away from their core business," explains Smrkovski. "In addition, it often costs too much to have an internal person handle all of these functions. Nor can one person be an expert in all of these areas. Thus service levels are low, which leads to employee turnover and poor work quality."

Infiniti HR aims to alleviate those problems with its service model of "superior service in a much more flexible and customizable environment," says Smrkovski.

An HR company seems like an unlikely choice for the Infiniti CEO. His father has a Ph.D. in microbiology and parasitology. His mother has a master's in microbiology and his brother is an optometrist. But despite the fact the he comes from a family of scientists and doctors, Smrkovski found himself taking a much different career route.

"School was easy for me, but just not my path," he says. Instead, Smrkovski made so much money while working during college, that he left early to pursue his passion for entrepreneurship.

He and his business partner, Mark Schwaiger, worked for a company and helped it go from start-up to big business. But when the company changed hands, they looked at each other and says, "We

think we can do a better job on our own."

They left and launched Infiniti HR.

The duo has taken great care to differentiate themselves from their competitors after all the lessons learned at their previous company.

"We approach the industry in a completely unique way from all of our competitors," says Smrkovski. "Traditionally, the industry makes it difficult for clients to understand the fee structure. We tell you exactly what it is."

The fledgling company has already had one major test in its short history. And Smrkovski considers coming through it successfully his greatest leadership moment.

When the company was first founded in 2008 there were a lot of bank transactions, which automatically led their bank to look at them more closely. When a red flag popped up, the bank froze Infiniti's account without warning.

Knowing that could be a disaster, Smrkovski got all of his employees and vendors together, along with his tax filing service representatives, and within hours they had created a solution to ensure their clients would not see interrupted service.

As it turned out, the red flag was related to someone in Michigan that was counterfeiting checks – Infiniti had done nothing wrong.

But even so, "this was a big time crisis that could have put us out of business," says Smrkovski. "It could have been a cataclysmic event. [We were able to] think outside the box so that the crisis didn't trickle down and affect the client."

And it's exactly that out of the box thinking that will help Infiniti HR grow in years to come.