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Robert Massa is the managing director of retirement in Houston, Texas for Prime Capital Retirement. Rob is a retirement professional with more than 30 years of retirement industry experience. His primary responsibilities include practice management, investment advice, retirement plan design consulting and compliance, employee education advice and development, financial wellness strategies, client relationship management and SEC compliance. His career has been focused in the investment management and administration of qualified retirement plans in a diverse series of roles, including investment advice, trust administration, recordkeeping, plan document drafting, compliance testing, product management, plan corrections and client consultation. Rob has a bachelor of arts degree in public administration and a minor in mathematics from the College of New Jersey. He is a licensed life/health representative, a Chartered Financial Consultant (ChFC), a Certified Employee Benefits Specialist® (CEBS®), an Accredited Investment Fiduciary (AIF), a Certified Plan Fiduciary Advisor (CPFA), a Nonqualified Plan Consultant (NQPC) and a Certified Health Savings Advisor (CHSA). He has also passed the Series 65 securities exam. Rob taught employee benefits at St. Thomas University for the Certified Financial Planner® program. Rob has also been interviewed for various articles in U.S. News and World Report, The Motley Fool, Houston Business Journal, Institutional Investor, Fiduciary News, TheStreet and CFO magazine. He is a regular speaker at regional and national retirement and benefits conferences. In 2016, Rob was named Retirement Adviser of the Year by Employee Benefit Adviser magazine. In 2023, Rob was named Adviser of the Year by PlanSponsor magazine in the category of Plan Sponsor Service.