



# Shaniece M. Wise

Business Expansion Coach and Strategist





# Shaniece M. Wise

Shaniece is Founder and CEO of Wise, Armstrong and Associates, LLC, a business coaching and consulting firm that specializes in helping business owners extend well beyond six figures. Her experience speaks for itself: all of her clients average 60 - 200% of business growth within 12 - 24 months of operation! She uses her expertise to help clients gain visibility, increase revenue profitability, and improve systems and strategies and she is backed by spiritual and biblical principles which puts her in a niche of her own.

Shaniece was born and raised in the inner city of Columbus, Ohio to Charles and Jacqueline Wise, two parents that ignited Shaniece's humble spirit and budding work ethic, alongside her younger brother Chad. Shaniece matriculated and then graduated in the top 2% of her class from The Ohio State University's Fisher College of Business with degrees in Marketing and Transportation and Logistics. She soon would have her first moment of tragedy at the tender age of 27 through the loss of her father. This moment would unknowingly become the fire that would ignite in Shaniece. Shaniece realized her father passed away without operating within his God-given gifts, and this realization would lead her to writing her book, *Activating Your Gifts: 2nd Edition - 15 Steps to Identify Your Gifts to Prepare for Entrepreneurship*.

Now, Shaniece continues to build her tribe of business owners who are changing the game. Affectionately named the Unstoppable Community, it is a community of women business owners who have a desire to expand their expertise through identification, activation, and maximization. Shaniece is strategically teaching her clients how to simplify their businesses while multiplying their revenue. As her journey continues, Shaniece is reigniting her annual conferences, seminars, and high-level speaking opportunities. With a strong family foundation and aligned clientele, Shaniece is truly unstoppable.

# Offerings

Discover How to Grow Visibility,  
Increase Profitability and Improve  
Your Systems and Strategies

## **BUILDING BEYOND SIX FIGURES MASTERMIND PROGRAM**

A 12-month coaching program for current business owners

## **VIP STRATEGY DAYS**

Single four- or five-hour days of dedicated support

## **ACTIVATING YOUR GIFTS COURSE & BOOK**

A self-paced online course for newer business owners

## **BUILD A SIX-FIGURE BUSINESS NOW**

A self-paced online course for seasoned entrepreneurs

## **\$100K IN 90 DAYS WORKSHOP**

A 90-minute workshop to elevate your business revenue

## **IN-PERSON AND VIRTUAL EVENTS**

Workshops and masterclasses for entrepreneurs at all stages



***"After just seven months of working with Shaniece Wise, my company grew by over 30%. Shaniece gave me the permission to invest and believe in myself."***

Lisa Gutierrez, CEO and Founder for Dos Hermanos Taco Truck  
[Full Testimonial](#)



# Speaking

Keynote, Expert Panelist and Workshop Host

## Keynotes

5 Business principles that every Entrepreneur should know to increase their revenue by 200%

Breaking Barriers: Your Blueprint for Business Growth and Expansion

The Superhero in Heels: Embracing the Multifaceted Role of Women Business Owners

Multiply Your Revenue as You Move into the CEO Role

## Other Topics

Business and Personal Development

Marketing, Branding and Sales

Systems and Strategies

Women in Business

Business Mindset

## Past Speaking Engagements

ESSENCE



THE OHIO STATE UNIVERSITY



National Association of Women Business Owners



WOMEN FOR ECONOMIC AND LEADERSHIP DEVELOPMENT



Columbus Urban League



CLARKTVNETWORK

# Audience

@shaniecemwise



8,300+



8,400+



200+



5,600+



1,000+

## CHARACTERISTICS

88% Female  
11.9% Male

## DEMOGRAPHICS

34 - 44: 38%  
45 - 54: 25%

## TOP COUNTRIES

United States  
UK / Canada

# Recent Media

## The Carol Jones Show

Hosted by Carol Jones & Friends | [Listen to the Episode](#)

## Moving from Command & Control to Coaching & Collaboration

An Interview with Karen Mangia | [Read the Interview](#)

## Stop Chasing the Bag Sis: A Talk with Shaniece Wise

An Interview with *Hope Magazine* | [Read the Interview](#)

## The Perspective of Shaniece Wise

An Interview with *Vision Made Magazine* | [Read the Interview](#)



# Contact

*Inquiries, Press, Collaborations  
and Speaking Engagements*

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