



Meet **Cynthia**
a **BELAY**

TALENT SPECIALIST

The Person Behind Your **Freedom**

Meet Cynthia

YOUR TALENT SPECIALIST



Cynthia Lopez is a Talent Specialist at BELAY who plays a critical role behind the scenes: meeting our talent before clients ever do and ensuring the right people are brought into the BELAY community for the right reasons.

Q: What does a Talent Specialist do at BELAY?

“I bring in the talent needed to make an impact in our clients’ lives. I receive around 700 applications each month from people who want to be contractors with BELAY. I review their qualifications and assessments, decide who I want to interview, and invite them to schedule time with me.”

Q: What happens during the interview process?

“The interview is where applicants finally get to put a face to the name BELAY. I get to ask the right questions, dig into their experience, their technical skills, and their heart to serve. We’re continuously learning our clients’ stories and their challenges because it really helps us bring in the right talent to make them successful.”

Q: What are you listening for when you talk with candidates?

“I want to understand their background, their skills, and whether there are particular industries or interests they’re excited about.”

“Sometimes, they share something very niche, and I love being able to encourage them to keep an open mind. You never know what kind of industry a client may come from — it could very well be one of those.”

“We’re continuously learning our clients’ stories and their challenges because it really helps us bring in the right talent to make them successful.”

Cynthia Lopez
BELAY Talent Specialist

Q: How selective is BELAY’s process?

“We only move 3% of applicants forward into contracts as BELAY Assistants to ensure we’re setting both sides up for success.”

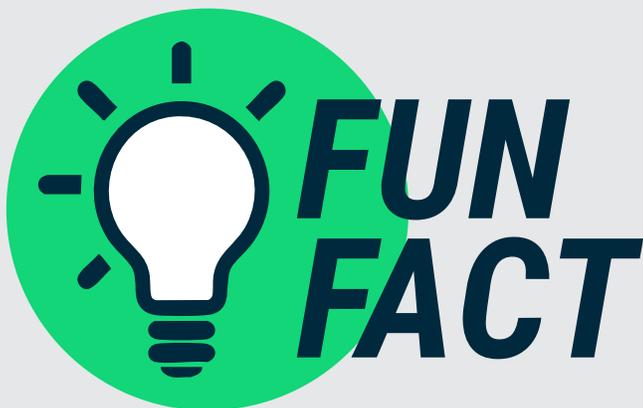
Q: How do clients benefit from your role?

“Because we hear our clients’ stories and know their needs, I can start to envision the impact a potential assistant could make in a client’s life.”

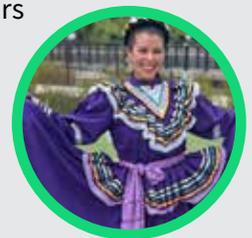
“I’m constantly thinking about who would be a great solution for the leaders we serve and making sure we maintain the quality our clients rely on.”

Q: What do you love most about your job?

“During interviews, when I hear amazing answers or learn about someone’s interests or the industries they’re passionate about, I start thinking, ‘Yes, there are clients who would be a great fit for this person.’ Being part of that is incredibly exciting.”



Cynthia has been dancing Mexican ballet folklórico since she was four years old. After taking a break, she’s returning to it as an adult and is excited to pour that passion back into her local community.



But That's Not All:

YOUR FULL BELAY TEAM AT A GLANCE

BELAY works alongside leaders through two core solution areas — **BELAY Assistants** and **BELAY Financial Solutions** — stepping into the parts of your business that require judgment, consistency, and follow-through.



ASSISTANT SOLUTIONS

- Executive & Personal Management
- Leadership & Time Management
- Operations & Process Ownership
- Marketing & Brand Execution
- Content & Communication
- Sales & CRM Execution
- Technology, AI & Automation Management
- Team Coordination & Scaling



FINANCIAL SOLUTIONS

- Bookkeeping & Financial Operations
- Month-End Close & Financial Reporting
- Full-Service Accounting Teams
- Payroll & Tax Services
- Financial Oversight & Controls
- Budgeting, Forecasting & Cash Flow
- Inventory & Cost Management
- Strategic Financial Leadership

Whether you need help in one area or a fully integrated support team, BELAY builds a solution around your business, so you get the expertise you need without the overhead of hiring in-house.

Ready to meet the team behind **YOUR FREEDOM?**

You don't need more software. You need the right people. Book a call and start working with a BELAY professional who elevates your work and your life.

[Get Started.](#)

Click here to book a quick 15-minute conversation with a Solutions Consultant so we can learn about exactly what kind of support you need.



BELAY

ELITE TALENT THAT FREES LEADERS TO FOCUS