



Meet **Aubrey**
a **BELAY**

ACCOUNTING DIRECTOR

The Person Behind Your **Freedom**

Meet Aubrey

YOUR ACCOUNTING DIRECTOR



Aubrey Schmidt is an Accounting Director at BELAY with more than 17 years of experience in the accounting industry. She leads client teams, oversees service delivery, and ensures BELAY's financial work continues to meet the evolving needs of clients and the businesses they're building.

Q: What does an Accounting Director do at BELAY Financial?

"I oversee both clients and teams. I lead a number of client engagements, manage people and team development, and review our processes and deliverables to make sure we're doing the best possible work for our clients. A big part of my role is continuously looking at what we're delivering and how we can improve it."

Q: What experience do you bring to this role?

"I have both a bachelor's and a master's degree in accounting and have been a CPA since 2008."

"I started my career in audit at KPMG, then spent about a decade in corporate accounting, including helping startups establish accounting policies and procedures. For the past several years, I've been focused on client service and supporting growing businesses."

Q: What's one thing your teams offer that AI can't ever replace?

"I think it comes down to drive. We really want to do the absolute best for our clients. Listening to them, understanding what they need, and giving them everything I can is just part of how I'm wired — and that shows up in how I support clients."

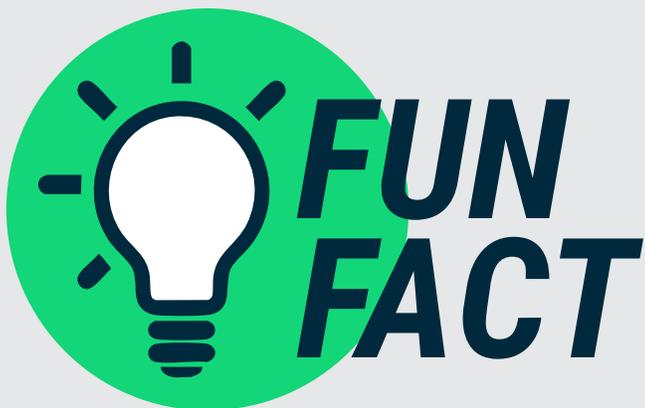
Q: Can you share a client's success you've been part of?

"One long-time client, Ritual Beverage, experienced significant growth in the non-alcoholic beverage space and was eventually acquired by Diageo.

"We worked closely with their finance team, providing clean financials and consistent communication, and helped support the transition during the acquisition process. It's been really meaningful to be part of that journey."

"I really want to do the absolute best for our clients — listening to them and giving them everything they need."

- Aubrey Schmidt
BELAY Accounting Director



Aubrey has been an athlete her entire life and is highly competitive by nature. Volleyball is her favorite sport — it's how she met her husband — and she still plays in adult leagues today. She's also a proud dog mom with a growing pack of dachshunds.



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.

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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.



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