



Meet **Kacey**
a **BELAY**

Executive Assistant

The Person Behind Your **Freedom**

Meet Kacey

YOUR EXECUTIVE ASSISTANT



Kacey Edwards is an Executive Assistant at BELAY with five years of experience partnering with C-suite leaders and growing organizations. She brings a steady presence and sharp judgment to her work, helping leaders navigate full plates with confidence.

Q: What does a BELAY Executive Assistant actually do for clients?

“My role isn’t just about clearing time in an executive’s day. It’s about amplifying their impact and empowering them and their teams to achieve more.”

Q: What makes you especially valuable to the leaders you support?

“I think what makes me valuable to my clients is my ability to manage up and be the behind-the-scenes driver they need.”

Q: How do you approach supporting different leaders and personalities?

“A lot of my work comes down to judgment and context. Knowing how to respond, when to step in, and when to stay behind the scenes.”

“My role isn’t just to clear time in an executive’s day. It’s to help leaders amplify their impact and lead better.”

- Kacey Edwards
BELAY Sr. Executive Assistant

Q: What's something you do that AI could never replicate?

"Reading the room — not just the inbox, not just the task list, but the people. I can sense when an executive needs a push, or when they need space, or when something needs to be handled quietly in the background before it ever becomes an issue.

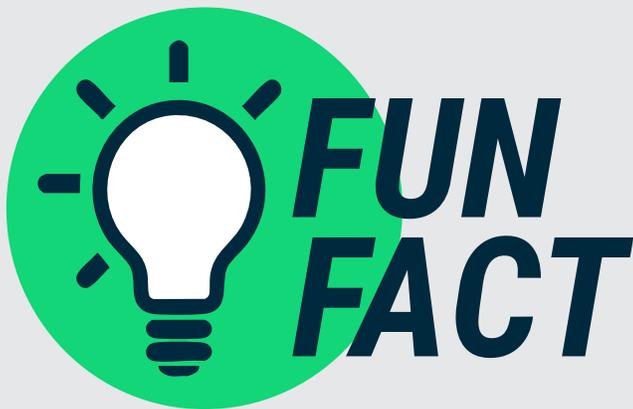
"That kind of judgment comes from experience, context, and trust. Not automation."



Q: Why did you choose to work with BELAY?

"BELAY allows me to do meaningful and impactful work with clients I never would have met while working from home, and setting a schedule that prioritizes my family life.

"I can operate at a high level professionally without missing a beat at home. I don't have to choose — and that's why I love working at BELAY."



Kacey is a huge college football fan. Rankings, recruiting, coaching changes, the transfer portal — if it impacts the polls, she's tracking it. She loves the strategy and the drama.

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.