



CARLOS

LÓPEZ-LAY VIZCARRA

Carlos A. López-Lay is President & CEO of Bella Group, the only Puerto Rican automotive distribution company on the Island. Bella is the exclusive distributor of Honda, Acura and Mazda in PR & USVI, and also represents a multitude of other brands, such as Chrysler, Dodge, Jeep, Ram, Volkswagen, BMW Motorcycles, Triumph Motorcycles and CF Moto ATVs. One of Puerto Rico's Top Employers, Bella Group is a pillar in the Puerto Rican economy and recognized for its deep commitment to the community.

López-Lay holds a B.A. in Political Science and Business Administration from Mount St. Mary's College and a J.D. from the Inter American University of Puerto Rico. He also graduated from the Owner/President Management Program at Harvard University. Throughout López-Lay's 25+ year career with Bella Group he has occupied various managerial and operational positions. He became CEO of the company in 2002, and he and his wife, María Isabel Esteve, became joint owners of Bella Group when they acquired the company in 2004. Currently, Bella has over 700 employees and generates more than \$500 million in sales.

Carlos is a strong leader in the community, spearheading various efforts both in civic and professional organizations. Currently, Carlos is the founder of the #Yonomequito social movement, a grass roots effort which aims to uplift and inspire the community to work together to move Puerto Rico forward. After hurricanes Irma and María and more recently after the earthquakes that rocked southwestern Puerto Rico, #Yonomequito led groups of volunteers, community leaders, allies and other companies, in humanitarian missions throughout the most affected areas of Puerto Rico. In addition to his work with #Yonomequito, López-Lay is a member of the Puerto Rico Chapter of the Young Presidents' Organization (YPO), the Board of SER de Puerto Rico and Fundación Padre Juan José Santiago.

López-Lay has been recognized by various leading organizations with prestigious awards that include the "Top 10 Business Leaders in Puerto Rico Hall of Fame", "Top Management Award", and "Top Business Partner of the Year", among others. Under his leadership, Bella Group has been selected as one of Puerto Rico's Top Employers on nine occasions. Its core values, corporate culture, customer service, quality of its team and its corporate citizenship have marked Bella Group's development and growth over the past 57 years Moving Puerto Rico.

