



**Celeste Moya**

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**Background & Experience**

Celeste Moya serves as Senior Vice President for Lion Street in Dallas, Texas, but assists in multiple other markets due to her foreign national expertise and Spanish speaking abilities. Celeste brings more than a decade of experience in life insurance product management, competitive intelligence, case design, advanced planning experience, and planning for foreign nationals, specializing in the Latin American market.

Prior to joining Lion Street, Celeste was a Partner with C3 Financial Partners where she drew upon her comprehensive understanding of life insurance products to find optimal product solutions and create strategic life insurance plans to assist U.S. and international clients with wealth and legacy planning. Prior to C3 Financial Partners, Celeste worked for a large producer group as well as at the insurance company level, giving her a wide breadth of industry experience.

Celeste graduated from Baylor University, where she earned a Bachelor Science degree in Neuroscience in just 2 ½ years. She holds the FINRA Series 6 and Series 63 licenses. She also serves on several boards including the Dallas Estate Planning Council, the Dallas Council of Charitable Gift Planners, Emerging Professionals, and Educational First Steps.

Celeste is married to her high-school sweetheart, Efrain, and they live in Dallas with their young daughter and their two English Bulldogs, Tank and Archie. For fun, Celeste enjoys CrossFit and reading books across multiple genres.