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2026

**LUISA
BALANIUC**

CEO, **Flexscale**

CONNECTING AMBITIOUS COMPANIES
WITH EXCEPTIONAL PEOPLE



LUISA BALANIUC

Chief Executive Officer, Flexscale
Building the Future of Work Across Borders

Great Teams Are Not Defined by Geography

A Leadership Conversation on Global Talent, People-First Leadership,
and the Infrastructure Behind Distributed Teams

Companies' approach to building teams has changed faster than the systems supporting it. Work is distributed, talent is global, and great hires no longer need to live near an office. Yet finding skilled people remains difficult.

ManpowerGroup's 2026 surveys found that 69% of U.S. employers and 72% of employers across 41 countries struggle to find the talent they need. For many growing companies, broadening the search is essential.

That conviction guides Luisa Balaniuc, CEO of Flexscale, whose work is focused on building the future of work across borders. Flexscale helps U.S. companies hire and manage experienced professionals across Latin America and Asia in technology, finance, customer operations, and other fields. It also supports HR, payroll, compliance, and professional development through its ScaleUp program.

Luisa leads with a people-first mindset, connecting global opportunity with business growth. She sees international hiring as a way to help companies find the talent they need while giving professionals access to meaningful work.



FOR HER LEADERSHIP IN CONNECTING AMBITIOUS COMPANIES WITH EXCEPTIONAL
PEOPLE, AND FOR BUILDING THE INFRASTRUCTURE THAT MAKES GLOBAL TEAMS WORK

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RECOGNIZES LUISA BALANIUC AS A
INFLUENTIAL WOMAN ICON 2026.

Q

Nearly seven in ten U.S. employers say they cannot find the talent they need. What are companies getting wrong?

LUISA BALANIUC:

Talent is everywhere. The search is simply too narrow. Companies define a role, restrict it to one city or one country, and then conclude that the right person is unavailable or unaffordable. What they are really discovering is the limit of the map they drew.

The companies that solve this are the ones willing to question the assumption rather than the requirement. If you need an experienced finance lead or a senior engineer, the question is whether you can build the structure to work with that person well, not whether they happen to live nearby. That is a solvable problem, and solving it changes what a growing company is capable of.

To add complexity to this, we now have both sides (clients and talent) using AI to write JDs, to prospect candidates, to compose resumes and to apply. Everyone is frustrated with the noise and the volume of “spamming” job openings and applicants and here’s where Flexscale thrives, we find the sweet spot and the perfect match for our client’s teams and our talent’s career.

Q

Your view is that great teams are not defined by geography. What does that look like in practice?

LUISA BALANIUC:

It means evaluating people on capability, judgment, deliverables and how they work with others, rather than on where they log in from. I have seen distributed teams outperform co-located ones consistently, because they are built deliberately.

When you cannot rely on hallway conversations, you have to be clear about goals, communication, and accountability, and that clarity benefits everyone.

Location is still relevant, and that's why we're present in over 10 countries now. Time zones, cultural context, and language all matter to how a team functions day to day. The skill is in designing for them rather than pretending they do not exist.

Q

Flexscale offers nearshore hiring across Latin America and offshore hiring across Asia. How should a company decide which fits?

LUISA BALANIUC:

It depends on the role and on how the work gets done. Roles that require close, real-time collaboration with a U.S. team, such as software development or work that sits inside a daily stand-up, generally benefit from nearshore hiring in Latin America, where the overlap in working hours is substantial.

Roles with more independent execution can work extremely well offshore in Asia, where the depth of experience in technology and specialized functions is remarkable. Many of our clients end up with both. The point is to match the structure to the work rather than picking a region and forcing every role into it.

There's a caveat based on skill too, some countries have more pool of talent and know-how than others in certain areas and we advise our clients based on this nuance and boots-on-the-ground knowledge.

Q

Flexscale goes well beyond recruitment, supporting HR, payroll, and compliance. Why is that infrastructure so important?

LUISA BALANIUC:

Because recruitment is the first part, where everything starts. Finding a talented professional in another country is achievable. Paying them correctly, staying compliant with local employment law, giving them proper HR support, and making sure they feel like part of the company are what determine whether that hire lasts. Flexscale doesn't participate in the BPO "revolving door" tradition, we take pride in promoting high tenure and creating long-lasting bonds.

Most companies that try global hiring on their own do not fail at sourcing. They fail at the operational weight that follows. Our role is to carry that weight so a client can focus on the work and the relationship. That is what allows a company to scale an international team with confidence instead of caution.

Nowadays, with AI at hand, attempts of fraude are more common than ever in remote hiring and an unexperienced player may overlook the signs. Our team can verify candidates, identify fake applicants and catch double-dippers before they're ever onboarded, and this adds a layer of security only experience can provide.

Q

Your ScaleUp program invests in ongoing professional development for the talent itself. Why build that in?

LUISA BALANIUC:

Because a people-first approach has to work for both sides. If professionals join a global team and grow in their careers, they stay, they take on more, and the client gets a stronger team over time. If they are treated as interchangeable capacity, everybody loses, and the churn costs the company far more than it saved.

Development is also how we honor what these professionals bring. Many of them are highly experienced and ambitious, and they want the same trajectory their counterparts elsewhere expect. Creating that path is both the right thing to do and the reason our clients keep their teams for years.

We don't want to be where people plateau but a place they can grow and continuous education is an intrinsic part of it!

Q

You are building a company in an industry that is redefining how the world works. What guides your leadership?

LUISA BALANIUC:

A belief that the right talent can transform how a business grows, and that opportunity should not be limited by where someone was born. It's two sides of the same coin. Every time we connect an ambitious company with an exceptional professional, both benefit in ways they couldn't otherwise.

It's inspiring to work in an industry where we get to change the lives of our employees and see real impact in our client's businesses. It's tangible and promotes win-win all across the board.

A contractor in South-america now earns in dollars, above local rate, and this will transform their family. Their kid gets to go to a better school, their debt is paid out, they finally built their dream pool in their backyard.

A medium-sized business in Jersey gets to lock in the AI engineer they needed for their project without competing with Silicon Valley VC backed companies and exorbitant wages.

The future of work is being built right now by the decisions companies make about who they hire and how they treat them.

I want Flexscale to be the reference in global solutions and living proof that thoughtful, intentional teams are better for business.

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