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Beyond the Standard Model hints in b-hadron decays

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Recent hints of lepton flavor non-universality in b-hadron decays are currently some of the most promising signs for new physics beyond the Standard Model. Multiple experiments seem to find that electrons, muons, and tau leptons are not different only because of their masses. I will review the experimental situation of these b-anomalies, including recent developments. These hints motivate ongoing searches for direct lepton flavor violation, which is often predicted by theoretical models seeking to explain the anomalies. In the near future, further results from LHCb, Belle II, and other experiments should be able to confirm or rule out whether we are really seeing the signs of new physics.