



# Business Consultancy CEO of the Year (Mid-Atlantic USA): Aland Acuna

**Businesses are changing rapidly, and many struggle to keep up with the demands of the modern workplace. Acuna Consulting Inc was created to solve the challenges that modern organizations face, and under the stalwart leadership of Aland Acuna has gone from strength to strength. We take a closer look at the impact he's had on the market at large.**

When Aland Acuna began his work with Acuna Consulting, he knew that businesses were in trouble. Years of experience on the front lines in the private and public sectors had given him a unique insight not only into the challenges that companies face, but a way out of their desperate situations.

The aim of Acuna Consulting was simple, though the execution would be a challenge. The team has been put together to solve the major challenges that businesses face in today's market. Outcomes are first and foremost, with the team educating organizations on new ways of strategizing, optimizing and capitalizing on what they do. Under Aland's leadership, many people have been able to transform the way in which they tackle and solve their product delivery, speed to market, and budget dilemmas.

Key to this approach has been adopting an agile approach which is able to meet any problem head on. Aland's approach is to facilitate coaching, training and consulting in the fields of Agile, DevOps, and Test Automation. The first step for any business is to infuse Agile Oxygen™ throughout the entire enterprise on both a team and individual level. Only by remaining fleet of foot can companies thrive in today's marketplace.

Aland also champions a "People First", placing human being before

anything else. Being customer-centric creates success, and requires giving more than is taken. His leadership has seen Acuna Consulting achieve great things, with the team encouraged to look for new trends and ways of working. Instead of working in the office, his consultancy team are encouraged to work directly on site, coaching and collaborating with clients.

Even during the COVID-19 pandemic, Aland has led by example, spending more time on camera than ever before. He believes, and the results confirm, that convey a message without interruption or misunderstanding is top priority in the industry. In an industry that once worked through being hands-on and on-site, he has quickly seen his workload change to an entirely remote operation. It shows how easily he has been able to act on the lessons that he teaches to others. Change has long been at the heart of Acuna Consulting, with the need for companies to adapt to the potential of AI and robotic automation guiding a lot of their recommendations. All businesses must evolve to remain relevant and competitive. When Aland and his team make recommendations, they are based on what will serve a business moving forward as opposed to change for the sake of change. Good change creates new opportunities for growth and expansion in a way that allows for the most freeing attitude possible.

Moving forward, Acuna Consulting's approach of Agile working will continue to broaden its base, with a global Enterprise Agile Leadership Masterclass tour. The team look forward to consulting on emerging technologies such as AIOps, human centered design and robotics. One of the key tenants of Acuna Consulting is helping the local community, and the team have spent the last few years working with the non-profit organization, Year Up in Baltimore. Aimed at under-served youth, Acuna Consulting have been working with their Cyber Security students. Starting early with Agile principles will give them a considerable head start going forward.

In all, Aland Acuna has achieved success by practicing what he preaches. Instead of simple teaching others, he lives and breathes the subject. Years of working inside many different systems has taught him how best to apply it as well. It's what makes Acuna Consulting stand out from the crowd, and what has brought him and his firm such incredible success.

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