

AI Revolution: How Large Language Models Are Transforming Business Operations

Rodrigo Amora, entrepreneur and co-founder of Berry Consulting, shares insights on how artificial intelligence is reshaping business consulting and operations.

San Antonio, Texas Jul 12, 2025 ([IssueWire.com](https://www.issuewire.com)) - As artificial intelligence continues to evolve at breakneck speed, few people have witnessed its transformative power firsthand quite like Rodrigo Amora. The Brazilian entrepreneur and co-founder of Berry *Consulting* has spent the last several years integrating large language models (LLMs) into his company's operations, creating what he calls "a fundamental shift in how businesses can deliver specialized solutions."

Berry *Consulting*, Brazil's fastest-growing online business consultancy with over 120 franchised units and 400 team members, has become a testing ground for AI-powered business solutions. Through their extensive research and practical implementation, Amora has documented how LLMs are not just improving efficiency—they're democratizing access to high-quality business expertise.

The Great Equalizer

"What we're seeing is unprecedented," Amora explains. "Large language models are acting as the great equalizer in business consulting. A small consultancy with the right AI tools can now compete with firms that have hundreds of consultants."

This transformation is backed by compelling data from Amora's research. His studies show that consultants using AI tools are saving up to 13 hours per week and reducing project costs by as much as 90%. More importantly, 48% of consultants in the United States are already using AI tools daily in their work.

"The barrier to entry for delivering sophisticated business analysis has essentially disappeared," he notes. "A consultant equipped with AI can analyze market trends, generate strategic recommendations, and create comprehensive business plans in minutes rather than weeks."

Beyond Efficiency: Quality and Innovation

While speed and cost reduction grab headlines, Amora emphasizes that the real value lies in quality improvement. "Our research shows that AI isn't just making consultants faster—it's making them better," he says.

The data supports this claim. Companies receiving AI-enhanced consulting services show average productivity increases of 22-27%, with some achieving improvements of up to 35%. Quality improvements are equally impressive, with 75% of businesses reporting better service quality and 39% fewer customer complaints.

"AI allows us to process thousands of data points simultaneously," Amora explains. "We can identify patterns and opportunities that would take human analysts weeks to discover. This means our recommendations are not just faster—they're more comprehensive and accurate."

Democratizing Business Intelligence

Perhaps most significantly, LLMs are breaking down traditional barriers to business expertise. Amora's research reveals a surprising trend: minority-led businesses are leading AI adoption, with Black entrepreneurs (33%) and Hispanic entrepreneurs (30%) using generative AI at higher rates than their white counterparts (24%).

"This isn't just about efficiency," Amora notes. "It's about access. Historically, sophisticated business analysis was available only to large corporations with big consulting budgets. Now, a small business owner can access the same level of strategic insight for a fraction of the cost."

This democratization extends beyond consulting. Berry *Consulting's* AI tools help small businesses with everything from financial analysis to marketing strategy, creating what Amora calls "enterprise-level capabilities at startup prices."

The U.S. Market Opportunity

Looking toward Berry *Consulting's* planned expansion into the United States, Amora sees enormous potential. "The U.S. market is fascinating because it combines high technological maturity with a massive ecosystem of small and medium businesses hungry for accessible solutions," he observes.

His research indicates that 82% of small business owners in the U.S. consider AI adoption essential for maintaining competitiveness. With approximately 33 million small and medium enterprises representing 44% of U.S. GDP, the market opportunity is substantial.

"We're not just bringing consulting services to the U.S.—we're bringing a new model of AI-enhanced consulting that can serve businesses that were previously underserved," Amora explains. "Our goal is to establish 100 franchise units within five years, creating 300-500 high-quality jobs while serving 1,600-2,000 businesses."

Practical Applications Across Industries

The applications span virtually every business function. Amora's team has developed AI systems that can:

- Conduct automated market research and competitive analysis
- Generate customized business plans and strategic recommendations
- Analyze financial data and identify optimization opportunities
- Create marketing content and sales strategies
- Provide real-time business intelligence and reporting

Building Sustainable AI Integration

Amora emphasizes that successful AI implementation requires more than just technology—it requires a thoughtful approach to human-AI collaboration. "We call our consultants 'cyborgs,'" he says with a smile. "They use AI to handle data analysis and routine tasks, freeing them to focus on creativity, relationship building, and strategic thinking."

This hybrid model has proven particularly effective. Berry *Consulting's* consultants report higher job satisfaction and better client outcomes when working with AI tools. "The technology doesn't replace human expertise—it amplifies it," Amora notes.

Looking Forward

As *Berry Consulting* prepares for its U.S. market entry, Amora sees LLMs continuing to evolve and expand their capabilities. "We're moving toward a future where every business, regardless of size, will have access to sophisticated analytical capabilities," he predicts.

His vision extends beyond individual business success to broader economic impact. "When small businesses succeed, communities thrive. When we give small businesses the tools to compete with larger corporations, we create more jobs, more innovation, and more prosperity for everyone."

For Amora, the integration of large language models into business operations represents more than a technological advancement—it's a pathway to economic democratization. "We're not just changing how businesses operate," he concludes. "We're changing who gets to succeed in business." As AI continues to evolve, entrepreneurs like Rodrigo Amora are proving that the future of business consulting isn't about replacing human expertise—it's about amplifying it to reach more people and create better outcomes for businesses of all sizes.

Rodrigo Amora is co-founder and partner of Berry Consulting, Brazil's fastest-growing online business consultancy, and is currently expanding operations to the United States and Chile. His company has developed proprietary AI tools that democratize access to high-quality business consulting for small and medium enterprises.

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