

How AI is Democratizing Business Consulting

The Brazilian entrepreneur building AI-powered consulting solutions discusses the transformation of professional services and his upcoming expansion to the US market.

San Antonio, Texas Jul 12, 2025 ([Issuewire.com](https://www.issuewire.com)) - The consulting industry is experiencing its most significant transformation in decades, driven by artificial intelligence and large language models (LLMs). At the forefront of this revolution is Rodrigo Amora, co-founder of Berry Consulting, Brazil's fastest-growing online business consultancy, which has leveraged AI to serve over 3,000 clients across 120 franchised units.

We sat down with Amora to discuss how AI is reshaping consulting, the potential for the US market, and why he believes we're witnessing the democratization of business expertise.

The AI Revolution in Consulting

"What we're seeing is fundamentally changing who can access high-quality business advice," Amora explains. "Traditionally, sophisticated consulting was reserved for Fortune 500 companies that could afford McKinsey or BCG. AI is breaking down those barriers."

At Berry Consulting, Amora has built what he calls an "AI-enhanced consulting ecosystem" that combines human expertise with artificial intelligence. The results speak for themselves: the company has grown 250% annually over the past five years.

"We've developed proprietary AI tools that can conduct preliminary candidate interviews, analyze meeting insights, automate market research, and even generate business plans," Amora details. "This allows our human consultants to focus on high-value strategic work while AI handles the analytical heavy lifting."

Democratizing Professional Expertise

The impact extends far beyond efficiency gains. Amora's research, published in multiple academic papers, demonstrates that AI-powered consulting is creating unprecedented access to professional services for small and medium enterprises (SMEs).

"In Brazil, we've seen companies achieve 35% increases in revenue and 27% growth in productivity after working with AI-enhanced consultants," he notes. "More importantly, 75% of our clients develop new products or services during their engagement with us."

The democratization effect is particularly pronounced among traditionally underserved communities. "Our data shows that groups historically excluded from high-quality consulting – women, minorities, entrepreneurs in remote areas – are now accessing the same level of strategic guidance as major corporations."

The Technology Behind the Transformation

Amora's approach involves multiple specialized AI agents working in concert. "We have AI assistants for financial analysis, market research, recruitment, and project management," he explains. "Each agent is trained on specific business functions, but they work together under human orchestration."

The company has also developed what Amora calls "hybrid consulting models" where AI handles data-intensive tasks while human consultants focus on relationship building, creative problem-solving, and strategic thinking.

"AI doesn't replace consultants – it amplifies them," he emphasizes. "Our consultants become like orchestra conductors, directing various AI instruments to create comprehensive solutions."

Expanding to the US Market

Amora is now preparing to bring this model to the United States, where he sees enormous potential. "The US has 33 million small businesses that represent 44% of GDP, but most lack access to quality consulting due to cost barriers," he observes.

His research on the US market reveals striking parallels to his Brazilian experience. Recent studies show that 48% of American consultants already use AI tools daily, saving approximately 13 hours per week and reducing project costs by up to 90%.

"What's particularly exciting is that minority-led businesses in the US are adopting AI at higher rates than their white counterparts – 33% of Black entrepreneurs and 30% of Hispanic entrepreneurs versus 24% of white entrepreneurs," Amora notes. "This suggests AI could be a powerful tool for economic inclusion."

The Economic Impact

The macroeconomic implications are substantial. McKinsey estimates that generative AI could add \$2.6 to \$4.4 trillion annually to the global economy, with much of that value creation coming from improved productivity in small and medium businesses.

"When SMEs become more efficient and profitable, the entire economy benefits," Amora explains. "They create jobs, serve local communities, and drive innovation. AI-powered consulting amplifies these positive effects."

His academic research demonstrates measurable societal impacts beyond business metrics. "We've documented how our consulting programs contribute to job creation, business formalization, and even poverty reduction," he says. "When entrepreneurs succeed, their communities thrive."

Challenges and Opportunities

Despite the promise, Amora acknowledges significant challenges. "Data quality, integration complexity, and the risk of AI 'hallucinations' are real concerns," he admits. "That's why human oversight remains critical."

Privacy and bias are also ongoing considerations. "We've invested heavily in secure platforms and mitigation systems," he notes. "The goal is to enhance human judgment, not replace it."

Looking ahead, Amora sees consulting evolving toward what he calls "always-on advisory services." Instead of project-based engagements, clients will have continuous access to AI-powered insights with periodic human guidance.

The Future of Consulting

"We're moving toward a world where every small business owner has access to Fortune 500-level strategic thinking," Amora predicts. "AI makes this economically viable for the first time in history."

His vision extends beyond pure business outcomes. "When we democratize access to business expertise, we're really democratizing opportunity," he reflects. "Entrepreneurs in rural areas, immigrant communities, and underserved markets can now compete on a more level playing field."

As Amora prepares for his US expansion, scheduled for late 2026, he's optimistic about the potential for transformation. "The consulting industry has always been about helping businesses succeed. AI just allows us to do it at unprecedented scale and accessibility."

The numbers suggest he may be right. With AI adoption accelerating and small businesses increasingly recognizing the technology's potential, the consulting revolution Amora describes appears to be just beginning.

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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