



CAPABILITY STATEMENT

Veteran-Owned Small Business

TX VetHUB Designated | SAM.gov | TX CMBL

UEI R24FMKHGQCG3 | EIN 41-4862868

COMPANY SNAPSHOT

LEGAL NAME

Apto Strategic Consulting LLC

UEI

R24FMKHGQCG3

CAGE CODE

[ADD CAGE CODE]

EIN

41-4862868

ENTITY TYPE

LLC, sole owner

PRIMARY NAICS

541611

BUSINESS SIZE

Small business

REGISTRATIONS

SAM.gov, Texas CMBL

CERTIFICATIONS

**TX VetHUB designated;
SBA SDVOSB in progress**

SET-ASIDE ELIGIBLE

**Veteran-Owned, TX VetHUB,
Small Business**

LOCATION

Lakeway, Texas 78738

DELIVERY

**Nationwide, remote and on-site
English and Spanish**

POINT OF CONTACT

Juan R. Cuellar

Founder and Principal

JCuellar@aptostrategic.com

aptostrategic.com

CORE COMPETENCIES

AI Adoption Strategy & Readiness

Workflow assessment, use-case identification, tool selection, cost and ROI modeling, governance guardrails, and a phased adoption roadmap.

Strategic Planning & Facilitation

Facilitated planning from environmental assessment through goals, KPIs, and execution roadmap. Neutral facilitation for offsites and working groups.

Executive Communication & Decision Support

Briefings, decision papers, program documentation, and executive presentations structured to drive a clear decision.

Process Improvement & Automation

LEAN-informed workflow analysis and automation built on established commercial no-code and low-code platforms that client staff can maintain.

Training & Curriculum Development

Instructor-led and self-paced training in AI literacy, leadership, decision-making, and Agile methods. Curriculum, materials, and assessment design. Bilingual.

Data Visibility & Reporting

Scattered operational data consolidated into simple, maintainable dashboards and recurring reports built on tools the client already licenses.

DIFFERENTIATORS

- **The principal does the work.** Every engagement delivered by the owner. No business development team winning work that junior staff execute.
- **Practitioner, not reseller.** We build and run our own AI tools in production. No reseller agreements and no referral commissions, so recommendations carry no conflict.
- **20+ years leading in accountable environments.** Army veteran. Executive and operational leadership including federal settings and military attache service in Guatemala, Mexico, and Argentina.
- **Fully bilingual delivery.** Native-level English and Spanish across advisory, training, facilitation, and written deliverables.
- **Client self-sufficiency at closeout.** Deliverables ship with documentation and staff training. The goal is independence, not a permanent support dependency.
- **Credentialed methods.** Professional Scrum Master, LEAN process improvement, and current adjunct faculty appointment at Southern New Hampshire University.

RELEVANT EXPERIENCE

Production AI applications, self-built

Strategic decision dashboard, AI coaching application, portfolio tracking tool, and a public AI toolkit. Requirements through deployment and maintenance. Live examples on request.

University instruction

Current adjunct faculty appointment. Curriculum delivery, assessment design, and adult-learner instruction applied directly to client training engagements.

Published training catalog

Six training products and five proprietary decision and planning frameworks, developed, documented, and distributed commercially. Method is codified and transferable, not ad hoc advice.

Compliance-heavy delivery

Agile and LEAN methods applied where documentation and auditability are required alongside speed. Scrum.org certified.

ENGAGEMENT AND CONTRACTING

Fixed-price deliverables

Assessments, roadmaps, training delivery, and documentation packages scoped and priced per deliverable.

Subcontract and teaming

Available to primes seeking veteran-owned small business participation on larger efforts.

Time and materials advisory

Ongoing advisory and implementation support, including recurring retainer arrangements.

Set-aside eligibility

Veteran-Owned, TX VetHUB, and Small Business set-asides. SBA SDVOSB certification in progress.

NAICS CODES

541611 (primary) · 541618 · 541511 · 541519 · 611430 · 541990

PSC CODES

R408 · R499 · R707 · U008 · U099 · D307

PAST PERFORMANCE

Apto Strategic Consulting LLC is a newly registered entity with no prior federal prime contract history. Capability is evidenced by self-built production AI applications, 20+ years of leadership, university instruction, and a published catalog of training products and proprietary frameworks. Actively seeking subcontract and teaming opportunities.