



2023 Ones to Watch Industry Leaders: Marcela Ahumada, Ahumada Agency

June 27, 2023 - Spotlights



Marcela Ahumada
Founder and Owner

Ahumada Agency

Number of years in CURRENT position: 5+

3 skills that you use every day in your position: Time blocking, protecting my priorities, and theme days

Best book, podcast, or app for aspiring leaders: Profit First, The 4-Hour Workweek

Best advice for new leaders in 10 words or less: Simplicity is better. Concentrate on what moves the needle.

What recent project, transaction or accomplishment are you most proud of? We developed a bilingual and inclusive communication strategy for NYS CDFI, a nonprofit lender providing affordable capital to small businesses and affordable housing developers. The client had a large Spanish-speaking customer base but lacked an effective approach to reach and retain this demographic. Our team developed their bilingual brand strategy, product branding, SEO, and copywriting. Through interviews and a strong review process, we developed a unique vocabulary and a Bilingual Website that gave them the tools to effectively serve this growing population. The investment in a Spanish brand strategy was necessary to improve communications and relationships with Spanish-speaking customers.

What was one of your biggest challenges as a leader and how did you overcome it? I used to think that I needed to have a complex business to be a leader in the industry. I didn't have all the knowledge to do so, and I soon realized that it was time to have a mentor/coach to help me see and scale my business to a more sustainable and SIMPLER one that supports my values and priorities. Now I can help my community on a bigger scale without sacrificing the important things.

What makes this nominee an Industry Leader? "Marcela's mission to help connect businesses to the Spanish speaking community is astonishingly necessary, relevant and needed. The buying power behind her clients needs in real estate, legal and financial services is undeniably significant. Commanding a sophisticated pedigree in financial and copywriting acumen, she is humble yet SO powerfully intelligent and well versed to act as a bridge. Every RE entity looking to understand how to serve the Spanish speaking buyer should try to secure space on her consulting roster." - K.A. Stacie Alexiou, CEO at WATT + FLUX.

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540