MassCEO

Success Stories

CO-OP Business Profile

EPLAM

EPLAM is a Boston-based business consulting cooperative founded during the COVID-19 pandemic by Mary Arenas and her brother and partner, Esneder Arenas. Drawing from their expertise in finance, strategic management, food safety, and environmental risk assessment, the siblings launched EPLAM to help businesses especially those within the Hispanic community navigate complex challenges and move forward during difficult times.

Mary often reflects on the support **EPLAM** received from other local businesses during its early days. That spirit of mutual aid continues to drive the cooperative's mission. Through Spanish-language workshops, **EPLAM** helps business owners reach their full potential. Offering services in Spanish is both a reflection of the founders' cultural roots and a strategic choice that enables them to reach entrepreneurs who are often overlooked by traditional consulting firms.

At the heart of **EPLAM's** work is a commitment to the cooperative model. They believe cooperatives create a sense of family within businesses, fostering deeper engagement, shared ownership, and a stronger sense of purpose among employees. Having worked with numerous companies, **EPLAM** has seen firsthand how cooperative structures inspire teams to do their best work by giving everyone a meaningful voice in the organization.

Looking ahead, **EPLAM** plans to expand its reach by connecting with professionals in new fields and strengthening networks with other cooperatives. Their goal is to broaden their impact and continue building a more inclusive, supportive business ecosystem.

EPLAM understands that businesses are made up of people with busy lives and high demands. That's why they're committed to supporting not only professional growth but also personal development. By helping companies transition into cooperatives, **EPLAM** empowers them to build legacies rooted in collaboration, equity, and long-term success.

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www.eplam.co

Massachusetts Center for Employee Ownership

www.mass.gov/massceo