

KRAKEN EXECUTIVE REVIEW

INSIGHTS AND STRATEGIES FOR LEADERS
BUILDING WHAT'S NEXT.

VOLUME 1 | ISSUE 1
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STRATEGY

Technology That
Advances the Business



RESILIENCE

Building Organizations
That Can Withstand
What's Next



AI READINESS

From Information to
Intelligence



GROWTH

Investing in What Creates
Long-Term Value

Building Organizations Ready for the Next Decade.

Aligning strategy, technology, and people
to drive sustainable growth and resilience.



EXECUTIVE FOCUS
Clarity for Better
Decision-Making



OBJECTIVE INSIGHT
Data-Informed.
Strategy-Driven.



RISK AWARENESS
Understanding Today.
Preparing for Tomorrow.



FUTURE READY
Building Value That
Lasts.

LETTER FROM THE FOUNDER

A New Standard for Leadership. A New Future for Business.

Dear Fellow Leaders,

We live in a time of extraordinary opportunity—and extraordinary complexity.

Technology is advancing faster than ever. Markets are shifting. Talent is evolving. Customer expectations are higher. And the pressure on leaders to do more, with less, continues to grow.

In the midst of all this, technology is often misunderstood.

Too often, technology is seen as an expense on the P&L—something we have to manage, maintain, and minimize. But the most successful organizations understand the truth:

**Technology is a lever.
It should help you grow, lead better,
create opportunity, and remove
bottlenecks—not hold you back.**

Technology is only one piece of the business, but when aligned to your strategy, it becomes a force multiplier across every part of your organization.

That's why we created this publication.

The **Kraken Executive Review** is more than a publication about technology. It's a resource for leaders who are building the future.

“Our goal is not to follow the pace of change, but to help leaders stay ahead of it.”

Each month, we will explore the ideas, strategies, and insights that help organizations grow with clarity and confidence. You'll hear from thought leaders and practitioners across a wide range of disciplines, including:



Leadership
& Strategy



Finance
& Capital



Data &
Analytics



People &
Culture



Cybersecurity
& Risk



Artificial
Intelligence



Legal &
Compliance



Business
Growth



Marketing &
Brand



Sales &
Revenue

These are the challenges we all face. These are the conversations that move businesses forward.

Our vision is simple: to change the way technology is viewed by business leaders and to help build a community of executives, entrepreneurs, and organizations who are committed to leading the way for the next generation.

Thank you for allowing us to be part of your journey.

I hope you find every issue insightful, actionable, and worthy of a place on your desk.

Here's to building stronger organizations and a better future—together.



With gratitude,

Steve Brickner
Founder and CEO
Kraken Technology Solutions

FEATURE STORY

WHY WE CREATED THE KRAKEN STRATEGIC TECHNOLOGY ASSESSMENT (KSTA)

A Strategic Framework for Business Leaders, Not a Sales Pitch.

At Kraken Technology Solutions, we believe technology should be a lever for growth—not an expense in the General Ledger. Yet for too many organizations, technology decisions are reactive, misaligned, and driven by short-term needs instead of long-term strategy.

That's why we created the Kraken Strategic Technology Assessment (KSTA): a comprehensive, executive-level engagement designed to provide clarity, reduce risk, and build a roadmap for sustainable growth.



“ We saw a gap in how technology assessments were being used—and more importantly, how they were being misused. ”



THE PROBLEM WITH “FREE” ASSESSMENTS

Most so-called “free IT assessments” weren’t built for business leaders. They were built to find technical flaws so someone could sell you something to fix them.

The result? You get a list of issues without context, a flood of recommendations without strategy, and a process that focuses on technology—not your business.

It's not that the findings are without value. It's that they're out of alignment with what executives actually need to lead and grow their organizations.



OUR BELIEF: EVERY INTERACTION SHOULD BE STRATEGIC AND PROVIDE VALUE

At Kraken Technology Solutions, we believe technology should be a lever for growth—not an expense on the GL.

When we engage with a business leader, our goal is simple: deliver clarity, provide perspective, and create a roadmap for success.

That belief is the foundation for the Kraken Strategic Technology Assessment (KSTA).



THE KSTA DIFFERENCE

The KSTA is designed exclusively for business leaders who want more than a technical report. It's a strategic engagement that helps you answer the questions that matter most:

- Where are we today?
- Where do we want to go?
- What risks could slow us down or stop us?
- What role does technology play in our success?
- What's the smartest path forward?

“ Technology is only one piece of the business. But when it's aligned to your strategy, it can help you grow, lead better, create opportunity, and remove bottlenecks. ”

THE KSTA FRAMEWORK

Our assessment looks at the complete picture to build a strategic roadmap that positions your business for sustainable growth.



Understand Your Business
Goals, challenges, opportunities, and priorities.



Assess Your Risks
Cybersecurity, compliance, operational, and financial risks.



Evaluate Your Technology
Current state, capabilities, gaps, and technical debt.



Build Your Roadmap
A strategic plan to get you where you want to go.

BUILT FOR LEADERS. DESIGNED FOR GROWTH.

The KSTA isn't about technology for technology's sake. It's about using technology, people, and processes to build a stronger, more resilient, and more valuable organization.

We don't just deliver an assessment. We deliver a strategic advantage.



The Kraken Strategic Technology Assessment is the first step toward building a future-ready organization. Let's build your roadmap to growth—together.

FEATURE STORY

THE HIDDEN COST OF INSTITUTIONAL KNOWLEDGE

Every organization has it.
Few realize what it's costing them.

Institutional knowledge is the collective wisdom, experience, and problem-solving ability that lives inside your organization. It's how work gets done, decisions get made, and customers get served.

It's also one of the most overlooked—and most expensive—liabilities a business can carry.

“ Knowledge that lives in people’s heads is knowledge that’s at risk—every single day. ”

THE REALITY BEHIND THE HIDDEN COSTS

 KEY-PERSON RISK When knowledge walks out the door, so does momentum, context, and often, revenue.	 SLOWER DECISIONS Teams waste time searching for answers, duplicating work, and relearning what already should be known.	 INCONSISTENT EXECUTION Without a single source of truth, quality varies, processes break down, and your brand experience suffers.	 LIMITED SCALABILITY Growth requires repeatable systems—not heroic effort. Hidden knowledge becomes a bottleneck that caps your potential.	 INVISIBLE EXPENSES The costs don't show up on a P&L, but they're real: turnover, rework, delays, and missed opportunities.
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WHY IT HAPPENS

We believe knowledge gets trapped in silos, inboxes, and individuals because most organizations are too busy operating to document, organize, and share.

Over time, this creates:

- Dependency on individuals
- Tribal knowledge instead of team knowledge
- Reinventing the wheel
- A culture of “just ask someone”

It may feel normal—but it's not sustainable.

THE KRAKEN PERSPECTIVE

 Knowledge is a strategic asset. When it's captured, structured, and accessible, it drives speed, consistency, innovation, and freedom to grow.

When it's not, it quietly taxes your team, slows your business, and exposes you to risk you don't see coming.

**YOU CAN'T SCALE CHAOS.
YOU CAN SCALE CLARITY.**



THE BOTTOM LINE

If your best thinking lives in people's heads, your business is carrying unnecessary risk and cost. The good news? It's fixable—and it starts with a plan.

Capture it. Organize it. Activate it. That's how you turn knowledge into a competitive advantage.



At Kraken Technology Solutions, we help leaders build an operating system where knowledge is documented, protected, and leveraged—so your business runs stronger today and grows smarter tomorrow.

LEADERSHIP PERSPECTIVE

TECHNOLOGY EXISTS TO ADVANCE THE BUSINESS

Not the other way around.

In too many organizations, technology leads the conversation. Tools drive decisions. Vendors shape strategies. And budgets are built around maintaining the status quo.

But the most successful organizations invert that thinking. They start with business goals—and let technology be the enabler, not the agenda.



WHEN TECHNOLOGY IS ALIGNED TO THE BUSINESS, IT:



ACCELERATES GROWTH

The right technology removes friction, uncovers opportunities, and helps your team move faster with confidence.



REDUCES RISK

Security, compliance, and resilience aren't just protective—they're enablers of sustainable, scalable growth.



EMPOWERS YOUR PEOPLE

When tools are intuitive and processes are clear, your team spends less time fighting technology and more time delivering value.



IMPROVES PROFITABILITY

Strategic investments—focused on outcomes, not features—drive efficiency and deliver measurable ROI.



DRIVES BETTER DECISIONS

Technology should surface the right data, at the right time, so leaders can make confident, informed decisions.

THE LEADERSHIP IMPERATIVE

Your role isn't to know every tool or trend. It's to ensure technology choices serve your vision.

Ask better questions:

- Does this help us achieve our goals?
- Does it create capacity or reduce complexity?
- Does it position us to compete and grow?
- What happens if we do nothing?

When technology becomes a lever—not a liability—your entire organization moves forward.

THE KRAKEN PERSPECTIVE



We don't believe in technology for technology's sake. We believe in technology with purpose.

Our job is to align technology strategy with your business strategy—so every investment you make is a step forward.

We bring clarity, experience, and an outside-in perspective to help you prioritize what matters, eliminate what doesn't, and build a foundation for long-term advantage.

BECAUSE WHEN TECHNOLOGY ADVANCES THE BUSINESS, EVERYTHING ELSE BECOMES POSSIBLE.



LEAD WITH PURPOSE. INVEST WITH INTENT. GROW WITH CONFIDENCE.

Technology isn't a line item. It's a leadership decision.

Use it to remove barriers, unlock potential, and build a business that's ready for what's next.

That's how you lead. That's how you win.

“ Technology should never be the destination. It should be the wind in your sails. ”



We build better together. That's more than a motto. It's how we help you lead.

CONTRIBUTOR CALL TO ACTION

JOIN THE CONVERSATION.

A CALL FOR EXECUTIVE CONTRIBUTORS

The Kraken Executive Review was created to bring together experienced leaders who believe technology should advance business—not distract from it.

We're currently inviting executives, business owners, cybersecurity professionals, legal advisors, CPAs, bankers, insurance specialists, HR leaders, operational consultants, and industry experts to contribute original articles that help organizations become stronger, more resilient, and better prepared for the future.

“

The strongest organizations aren't built on products or platforms—they're built on principles, people, and purpose.

This publication exists to share strategic insights that inspire smarter decisions and stronger outcomes.

We invite you to be part of it.

”

WE ARE PARTICULARLY INTERESTED IN TOPICS INCLUDING:



LEADERSHIP

BUSINESS
STRATEGY

CYBERSECURITY



GOVERNANCE



AI

RISK
MANAGEMENTORGANIZATIONAL
CULTURE

COMPLIANCE

FINANCIAL
PLANNINGOPERATIONAL
EXCELLENCE

OUR GOAL

Our goal isn't to create another marketing publication.



OUR MISSION

Our goal is to create one of the most respected executive business publications in our region.



OUR PROMISE

Every article. Every issue. Real-world insight that helps leaders make better decisions and build stronger organizations.

WE CURATE THOUGHT LEADERS.

This isn't a forum for sales pitches or self-promotion. It's a platform for ideas, perspective, and leadership.

Every article is reviewed to ensure it delivers meaningful value to our executive readership.

We invite experienced leaders who are committed to elevating the conversation and advancing the business community.



SELECTED CONTRIBUTORS
WILL BE RECOGNIZED AS
MEMBERS OF THE KRAKEN
EXECUTIVE COUNCIL.

WHO WE INVITE

- CEOs, Presidents & Founders
- Business Owners & Entrepreneurs
- CIOs, CTOs & Technology Leaders
- Cybersecurity & Risk Professionals
- Attorneys & Compliance Advisors
- CPAs, CFOs & Financial Leaders
- Bankers & Investment Professionals
- HR & Organizational Development Leaders
- Marketing & Brand Strategists
- Sales & Revenue Leaders
- AI & Data Analytics Experts
- Operations & Process Consultants
- Insurance & Risk Advisors
- Industry Specialists Across All Sectors

BUILD THE FUTURE WITH US.

Your insights can help leaders think differently, solve meaningful challenges, and build organizations prepared for what's next.

If you're interested in contributing, we'd love to hear from you.



INTERESTED IN CONTRIBUTING?

Reach out to the editorial team at Kraken Technology Solutions to discuss article ideas, publication opportunities, and upcoming issues.

EDITORIAL@KRAKENTECHSOLUTIONS.COM

STRONGER LEADERS. STRONGER BUSINESSES. STRONGER COMMUNITIES.

Let's elevate the conversation—together.