

The AcornOak Team

Let AcornOak be your one-stop outsourced sales, marketing, and business partner.

Our name says it all – we're about helping our clients grow through business strategy, brand awareness, lead generation, and creativity & innovation.

AcornOak: Your Best Resource for Sales & Marketing Expertise

When it comes to building great products, design is the most important “feature.” When combined with lean manufacturing, which continues to change and evolve, it opens up a whole new world of possibilities with an eye on future growth. It's what sets companies apart and gives a real edge over competitors.

MEET OUR TEAM OF EXPERTS



Darcy Petry

Client Service Expert
Business Strategist
Project Manager
Product Manager
Developer and Trainer



Sharon Lewis

Marketing strategist
Marketing researcher
Brand strategist
Go-to-market strategist
Content writer



Kim Huey-Steiner

Sales strategist
Business strategist
Advertising specialist
Market researcher
Go-to-market strategist



Lori Schwebel

Marketing strategist
Product launch expert
Market researcher
Content writer
Event coordinator



Laura Silvius

Copy-writer
Graphic Designer
Digital Marketer
Project Manager
Business developer

A Challenging Market

REQUIRES A NEW APPROACH

The current noisy and competitive market creates barriers to being noticed and distracts loyal customers.

Powered by Optimization

WITH A SWIFT AND LEAN APPROACH

The current trend in design and manufacturing is to find ways to become leaner and more efficient to help keep costs under control using regenerative practices.

The AcornOak Process

In our first meeting, we'll assess your strengths and weaknesses to draw a map of the various challenges you want to overcome.

As an example, before you start building a product, you need to understand its context for existence. It's the time when the product team must define the product vision and product strategy.

We'll adapt to your team and focus on the areas where you need the most support - product design, full CAD design, manufacturing samples, or production negotiation.

Our Team Approach

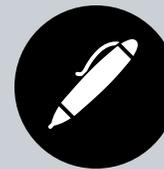
INFORMED INSIGHTS AND QUANTIFIED OUTCOMES

Product Design



We'll work with you to identify a market opportunity, clearly define the product requirements, develop a proper solution for that challenge, and validate the solution with real users in a regenerative understanding of our new economy.

Product Strategy



Your product strategy defines a product's journey. We'll help you craft your vision to define a destination and the ultimate user experience toward which you're aiming.

Ensuring Quality



Our priority in quality is to work with top-performing manufacturers who excel in maintaining quality throughout the production process. We'll help you instill quality principles within your business processes.

Optimizing Manufacturing



From implementing lean manufacturing to choosing a partner who complies with a litany of environmental regulations, our team will guide you in the best practices to optimize your effort and implement a quality management system.