

## 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



**Jane A. Gordon**

Designer Expert  
Partnership executive  
Business strategist  
Business coach  
Advisory Specialist



**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.

**3-Month Package: Starting at \$5,400/month**