



Meet the Team: Tracey Oldenburg, Director of eDiscovery



Tracey Oldenburg

Director of eDiscovery

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Meet Acorn's Director of eDiscovery, Tracey Oldenburg. Based out of Acorn's Michigan Office, Tracey plays a key role in just about everything Acorn accomplishes, from project management to IT to administration. Having worked 30 years in the e-discovery industry, along with being a Relativity Certified Expert, Relativity Certified Administrator and Relativity Certified Analytics Specialist, Tracey has handled everything from scanning paper to programming eDiscovery processing applications.

Tracey values dedication, integrity, and honesty as essential qualities one must have in this industry.

"Lots of this is very long hours and lots of personalities, so you have to keep a level head and be dedicated to what you do to make sure what needs to get done, gets done. You have to be able to coordinate with your team, and your client must trust you when you say you'll get something done or meet a deadline. If it takes a 24-hour day to have a production done on time, I will pull an all-nighter, because those are the expectations I set not just for my client, but for my team."

Tracey finds fulfillment in her work because of the variety of tasks and clients. Even though she works on multiple projects for multiple clients, every one is unique in its own way and every day there is a different need or challenge or new technology. Tracey thrives when a client says something can't be done. She will rise to the challenge and say, "just watch". In the early days of eDiscovery, when a client had a unique and complex problem that needed

to be handled and another vendor said they could not do it, Tracey stepped up and invented a way to provide that client with exactly what they needed.

When reflecting on her past work, Tracey noted the project she was most proud of was when an attorney came to her with a case where a law firm was accused of double billing. The evidence was recorded in many boxes of invoices containing thousands of pages. Identical work was billed multiple times on different invoices, using different line items but clearly the same billable task. This project occurred before OCR technology had developed to its current functionality, at the time it lacked zone or form OCR. Tracey took all the boxes of paper, scanned and OCR'd them and designed her own program that could parse the text and input it into an excel workbook with date, person, hours, task, and invoice number. This allowed the invoices to be sorted and assisted the attorney in identifying where the double billing took place. As a result of this, the attorney won the settlement. Without Tracey's ability to create custom solutions to complex problems, the attorney would have never been able to physically identify where the double billing took place.

When asked, why she likes Acorn, Tracey cited:

"With Acorn the work you do makes a difference. We are a small and personal company, and we can give very personalized service to our clients. It offers more flexibility which allows our team to be an extension of our client's own company. We are not just a vendor, but a valued partner. Acorn is very dedicated to the clients we support, and our client relationships are highly personal. Our CEO, Lia Majid, has a great vision for the company. She has a clear-cut and innovative belief in where she wants to take the company and works with the team to make sure things are moving in that direction. I enjoy how Acorn has been able to get ourselves out there and share with the industry the values we believe in."

Outside of Acorn, Tracey enjoys taking her boat out to Lake Michigan in the summer. Tracey is also very proud to say she is a female owner-operator of her own vessel. In the winter, she enjoys downhill skiing and belongs to the Greater Grand Rapids Ski Club.

About Acorn

Acorn is a legal data consulting firm that specializes in AI and Advanced Analytics for litigation applications, while providing rigorous project management to the eDiscovery industry. Although capable of serving AmLaw 100 Law Firms and Corporate Legal departments, Acorn primarily works with large regional, midsize national and boutique litigation firms. Acorn provides a high-touch, customized litigation support services with a heavy emphasis on seamless communications. For more information, please visit www.acornls.com.