



Meet the Team: Zef Deda, Business Development Manager



Zef Deda

Business Development
Manager

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Meet Acorn's Business Development Manager, Zef Deda. Based out of Acorn's Michigan Office, Zef plays a key role in helping clients solve complex issues. Zef understands their problems, their end goals and works closely with clients to identify the best possible outcomes. Zef considers himself as not just an order taker, but a collaborative thought partner. Zef distinguishes himself by truly listening to his clients and outlining different solutions that will better suit their needs. Instead of always agreeing with his clients, sometimes Zef must challenge their thought process to ensure his clients achieve optimal results.

Zef believes open-mindedness, active listening, communicating, collaborating, and caring are essential skills in this industry.

"In my position, I've found that foremost you must have an open mind about new ideas, new workflows, and technologies. You must also have a willingness to listen. Specifically, in sales the biggest mistake you can make is just wanting to talk and blurt out solutions instead of really listening to what the client is asking. Communication and collaboration levels need to be extremely high as well. With so many moving parts and aspects throughout the process that connect and affect one another, if you're not communicating and clarifying roles and objectives thoroughly it could make for a stressful work environment and more importantly, unsuccessful outcomes. And lastly, genuinely caring about your clients. By that I mean, if you really care about your clients and the best outcome for them, they can feel that. They can tell when it's genuine and that's something that creates trust."

Zef finds fulfillment by actively participating in the industry at speaking engagements, lunch and learns, and client presentations. Zef has been able to challenge himself and push himself to create insightful publications. Zef enjoys nothing more than when a peer reaches out and tells him what he wrote is very useful and they've taken ideas from it and tried to implement them.

When reflecting on his past work, Zef noted that clients would come to him with data sizes, objectives, workflow, and a need to move quickly on this matter. Zef had to push back, test their thought process and say *"I understand you want to get through this data, but there are other ways to get to that end result without needing to spend as much on this. I know your clients are cost sensitive, and what if I show you a solution that can help you reach your desired outcome more efficiently and quickly"* The client then came back and told Zef how much their end client appreciated everything. The client applauded Zef's alternative solutions and how he brings a value add to the table that they're not always thinking about

When asked, why Acorn, Zef said:

"I love everyone I work with. Everyone is extremely hard working, but down to earth and humble. We have lots of extremely smart people here but there aren't any egos. Everyone wants the same outcomes. The fact the team is collaborative and communicates well is one of our strongest assets. We also have a CEO that listens and understands, not only the end clients but us as employees, and what we feel is best and applies our considerations when making decisions for the company. All of this is what sets us apart from other companies. In this industry, you must always be challenging your thinking, you must be nimble, you must have a very rigorous work ethic. All of these are things we do and exhibit from the top down at Acorn."

Outside of Acorn, Zef enjoys spending time with his family and going to the theater to see new movies. Zef also likes to stay active and enjoys getting in a workout, playing basketball, and a round of golf.

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.