



Meet the Team: Lia Majid, Chief Executive Officer



Lia Majid
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Meet Acorn's Chief Executive Officer, Lia Majid. Based in Acorn's Chicago Office. Lia Majid plays a key role in developing the overall strategy and direction of the company. Lia drives decision maker in the services Acorn provides, workflows utilized, and team composition. Lia believes that the values her team embody are crucial for the success of the company. Lia has built a team of people who are organized, excellent communicators, and passionate about delivering superior service and helping clients achieve success. Ultimately when there is a problem to be solved, Lia ensures that every matter is properly addressed and resolved. Through Lia's strategic team development and understanding of client's needs, she has created a superior service delivered through an expert team. Lia earned a BSE of Electrical Engineering and BS in Mathematics, before continuing to earn her MBA with a focus on Strategy and Organization from Kellogg. Lia began her career at Parker Hannifin using AI to automate products for efficiency and safety, and then moved to the eDiscovery space.

Lia finds that being able to understand the big picture, being responsive, and a good listener are essential skills one must have in this industry.

"The most important ability someone could have is being able to see the bigger picture and identify the goals that are trying to be accomplished. There is a lot of tech know how in our industry, but eDiscovery is just one tool in a legal professional's arsenal, so you have to keep an eye on the bigger picture. Identifying where our role fits and where clients can achieve outside of

our expertise is the most important attribute. To achieve that, you need to be responsive and a good listener. People may not know how to ask for what they really need and being able to communicate consultatively with them and identify those needs is essential."

Lia finds fulfillment from working with clients and the people we work with in the industry. She looks at Acorn and our clients as a team marching to the same drum and same goals. Lia thrives in the very high-pressure, quick turnaround environment of the industry. She finds a real sense of accomplishment in collaborating with professionals and being good at it, similar to being on a winning sports team.

When reflecting on her past work, Lia noted the project she was most proud of was working with the team to get the Broiler Chicken Antitrust matter off the ground. Acorn was presented with a very large antitrust case and the client was trying to get their arms around the matter but had little information. Acorn was able to utilize early review, custodian sampling, analytics, preliminary deduplication, and keyword analysis to provide accurate budgets and timelines. With all the uncertainties surrounding the matter, being able to strategize across multiple aspects, including processing, TAR, legal, and review experts, and bringing it all together in a way that was easily understandable to the client was the most satisfying.

When asked, why Acorn, Lia cited:

"I wanted to get into small business because of the impact you can have. One of the ways we are able to create an impact is having the ability to work closely alongside all of my team and equally as close with our clients. I continually believe in Acorn because there seems to be gap in the industry for service providers offering high expertise teams who are attentive to the needs of large regional, midsize national, boutique litigation firms, and legal departments. The services we provide are unique, advanced, and considerate of client's actual needs, which is very much in demand in the market."

Outside the office, Lia enjoys going for a run, walking around town with her dog, Koopa, and cooking. Lia's go to dish is chicken chickpea curry with "magic green sauce". To learn what makes it magic, you'll have to ask her yourself.

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.