



Meet the Team: Amy DeFelippis, Sales & Marketing Analyst



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Meet Acorn's Sales & Marketing Analyst, Amy DeFelippis. Based out of Acorn's Chicago Office, Amy plays a key role in enhancing Acorn's brand awareness and fostering client relationships. Amy's previous work at a personal injury law firm has given her crucial insights into the needs of our clients, and the types of solutions that could help them. Through sales, marketing, and events, she spreads awareness of Acorn's solutions to a wide variety of law firms and corporations.

Amy believes that having a willingness to learn and being open-minded are essential skills needed in this industry.

"Even though I had had prior work experience in the legal industry, eDiscovery is definitely a new and constantly evolving field. Without a willingness to learn the concepts of this technology, it can be challenging to understand its importance in the collection and processing of evidence. Being openminded to the multifaceted aspects of this industry will allow you to continue gaining new knowledge and be able to successfully address client's challenges in order to offer them the best possible solution."

Amy finds fulfillment in marketing solutions that she feels could truly benefit our clients. She enjoys promoting Acorn through various avenues and partnerships in order to reach a greater pool of people who can find value in our services. She also enjoys organizing events that bring people together and build strong relationships throughout the industry and professional communities.

Although Amy is still new to the Acorn team, the project she is most proud of was creating the design for Acorn's exhibit at The Bar Association of St. Louis' Annual Bench and Bar event. Getting to use her creativity to promote Acorn's brand through signage and promotional items, and seeing her work come to life, was very fulfilling.

When reflecting on her decision to enter the eDiscovery industry, Amy said:

"I like that working at Acorn gives me the combination of working in both the legal and tech industries. I find both industries to be very interesting, not only because of my previous work at a law firm, but because both industries are constantly evolving. With the legal industry, there are always different types of cases, and eDiscovery is still a newer technology so it will be interesting to keep up with its changes."

Outside of Acorn, Amy enjoys going to concerts and trying new restaurants around Chicago. Some of her favorite restaurants to try are in Chinatown or Pilsen where she can try a variety of foods.

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.