



Top Photo: Award-winning strategic marketing consultant, author and speaker Claudia Newcorn

Meet Marketing Expert Claudia Newcorn

Award-winning strategic marketing consultant, author and speaker... these are just a few of the accolades Claudia Newcorn has earned as president of

Acorn Enterprises, a successful consulting firm based in Modesto. She has helped hundreds of clients across the country improve their marketing skills, accelerate sales

and profits, and gain a competitive edge. But that's only one side of who she is.

"Transfer Kid"

A global citizen, Claudia lived in six different countries when growing up,

including stints in Japan, Germany, Italy and Mexico. Although she was born in the U.S, she grew up as a "transfer kid," moving 36 different times as her family followed her father's job. She spent her childhood exploring castles, Roman ruins, and numerous other places of legend and history. These diverse experiences have helped her see life from many points of view and quickly adapt to new situations.

When Claudia returned to the U.S., she wrote in her journal that she "was an American in America having a culture shock" as she transitioned from the British school system to post-hippie America. She graduated from Wellesley College, and then received an MBA in Marketing and International Business at Northeastern University, while earning her private helicopter pilot's license.

Recruited by E&J Gallo Winery while working for the Gillette Company, Claudia continued her career at Delicato Family Vineyards, FoodSaver, and Evans Telephone Company. In the process, she discovered the core marketing principles large firms use to fuel their success. She taught and honed these marketing concepts at St. Mary's College in Moraga for several years.

Claudia realized that these "marketing secrets" could help smaller firms that didn't have the financial resources for an in-house marketing department to flourish and grow.

Claudia recalls, "As I was doing my daily walk and mulling on starting my own business, I got bopped on the head by an acorn. Surrounded by mighty old oaks, I was inspired with the analogy of 'From the small thought comes the mighty idea,' which became my tagline." She founded Acorn Enterprises in 1993.

How Zipline to Success was Born

Inspiration for her award-winning and Amazon best-selling book, Zipline to Success: Fast-Track Strategies to Accelerate your Sales & Profits, came from a wild ride on a zipline at Moaning Cavern.

"It's counterintuitive, but I'm actually afraid of heights," Claudia admits. "So, I challenged myself to get on that zipline and get out of my comfort zone. The same way business owners and managers need to be able to get out of their comfort zones

– to get above the daily to-do lists to see ahead and plan – not just react."

Today, Claudia's unique Zipline to Success system helps companies make critical marketing decisions, bypass challenges, develop targeted solutions, complete key marketing projects on time that get results, and achieve sustainable success. Her clients attest to her skill at helping them achieve these goals.

"We've partnered with Claudia for nearly a decade in the areas of market research, strategic planning, and marketing," says Helen Eldredge, General Manager, Trilogy at the Vineyards/Shea Homes. "Her work was a critical factor in our Grand Opening that achieved multimillion dollars sales goals three months ahead of schedule. She is definitely a partner in our success."

Says Jonathan Sciabica, Vice President, Sciabica's Olive Oils, "While we have worked with other consulting firms, only Acorn Enterprises went beyond a recommendation and followed through with implementation. Our sales growth has exceeded our goals. We consider Claudia a trusted resource."

Claudia has become a popular guest on radio shows across the country, speaks to business groups and offers strategic marketing workshops for entrepreneurs, businesses and nonprofit organizations.

"I have a passion to help others succeed. My background has given me the expertise and enthusiasm to see solutions where others see only problems. The more companies I can help succeed, the more jobs that are created and the more chances people have to follow their dreams. That's why I consult, and why I find my work so rewarding."

Despite her busy schedule, Claudia does her best to maintain a work-life balance. She's the author of a multi-award winning fantasy fiction book trilogy, the Chronicles of Feyree series. Hiking in Yosemite and biking are her favorite activities, along with travel. Claudia also serves as a lead consultant with the Small Business Development Center (AllianceSBDC.com), donating a portion of her time to help area firms develop marketing strategies.

To learn more about Claudia, her book and services, visit ZiplineToSuccess.com and AcornMarketing.com.

