

Claudia Newcorn, MBA, is president of Acorn Enterprises Marketing, an award-winning strategic marketing advisory firm. With over 35 years' business and marketing experience with some of the world's largest firms including E&J Gallo Winery, The Gillette Co., Tilia/FoodSaver and Delicato Family Vineyards, she has consulted for hundreds of companies of all sizes, and helps business owners and managers develop and implement successful marketing solutions, strategies and plans tailored to each firm's capabilities and needs. A popular speaker, trainer, consultant and coach, Claudia has won multiple awards for consulting excellence. She has served as a Lead SBDC consultant with the Central CA SBDC network since 2010. She received her BA from Wellesley College and MBA from Northeastern University, receiving honors at both, and taught Marketing in the MBA program at St. Mary's College in California. She is the award-winning author of the Amazon best-selling business book "Zipline to Success – Fast Track Marketing Strategies to Accelerate Your Sales & Profits" has written for numerous publications nation-wide, and is a popular radio show guest.

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