



STEVE VAN DIEST

PRESIDENT FRONT RANGE

Leader | Vibrant | Connected | Passionate

Steve Van Diest serves as President of Acumen's Front Range Region, supporting business leaders from Denver to Fort Collins and Colorado Springs. With a career spanning international non-profit leadership and entrepreneurship, Steve loves helping CEOs and business owners grow in ways that create lasting impact—for their families, businesses, and communities.

"I'm passionate about business leaders, marriages, and families seeing massive growth personally, relationally, spiritually, and financially so they can impact their community."

Steve spent the first half of his career with Cru, a global non-profit organization, where his work took him and his family to Chile, Spain, and Mexico. These years shaped his passion for leadership and his belief in the power of bringing people together to solve big challenges.

In the second half of his career, Steve followed his entrepreneurial drive into the booming sleep industry. He founded two businesses: a multi-state retail mattress franchise with four Denver locations, and a natural sleep goods manufacturing company serving both consumers and businesses. These ventures taught him the highs and lows of building something from the ground up and cemented his love for the entrepreneurial spirit—the courage to create, adapt, and make a difference.





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A passion for leadership impact

Steve joined Acumen because it was the perfect place to share the lessons he's learned from his journey through entrepreneurship, marriage, and family while having the greatest impact on leaders' lives in Colorado. He is deeply passionate about fostering personal, relational, financial, and spiritual growth in others, and Acumen provides the ideal platform to help leaders thrive in these areas. Steve loves helping business leaders unlock their full potential, both professionally and personally. He lives to see leaders experience their own "aha" moments that deepen their joy and expand their vision, whether by growing their business or finding greater purpose in their work. He firmly believes that when leaders thrive, they bring their families, companies, and communities along with them.

Outside of work hours?

Steve finds renewal in his daily routine of workouts, steam saunas, and cold plunges before starting his day.

"I love taking an hour in the afternoon over a cigar with my wife or with friends to process, debrief, pray and encourage each other. This allows me to see the hand of God working in my day, encourage me and renew me. "

Steve and his wife of 31+ years, Christine, enjoy life with their four children, who range from ages 17 through 26—Jonathan (married to Najda), Benjamin (married to Jayde), Isabela, and Jacob—and share a vision of creating a lasting, positive impact wherever they go

