

trust-hub Selects eCoast as North American Partner

eCoast heading up sales of trust-hub software to help companies fully map their data ecosystem to leverage privacy as a strategic asset



Rochester, Jun 16, 2019 (Issuewire.com) - Today, [eCoast Marketing](#), a NH-based agency specializing in managed sales services for growing and leading technology brands, announces it will lead the sales and marketing efforts for UK-based [trust-hub](#) to manage their entry into the North America market. As part of this effort, eCoast will design and execute a go-to-market plan that includes building a pipeline of new business in key markets as well as expanding trust-hub's presence within its

existing customer base in the United States.

“Ever since the California Consumer Privacy Act (CCPA) was passed into law last year, we’ve seen growing interest in the concept of personal data governance in the US market, as more organizations look to leverage privacy in order to build trust and gain a competitive advantage,” said Ian Bryant, COO for trust-hub. “Personal data is now at the center of every digital journey but can no longer be taken for granted. Earning the trust of individuals, navigating the growing array of global regulations, and confronting increasingly sophisticated cybersecurity threats require a coordinated risk-based approach. We’re looking to leverage our expertise as a data privacy technology leader in the European markets to help North American companies transform their personal data ecosystems from a compliance overhead to a competitive advantage.”

“We are excited to help trust-hub introduce their comprehensive personal data governance approach to key markets and build a customer base in the United States and Canada,” said Brad Turner, CEO at eCoast Marketing. “Educating organizations on the concept of data privacy as a strategic asset versus just a compliance checkbox is what truly sets trust-hub apart from other players. With several managed services clients in the cybersecurity space, we are confident our experience in sales development for fast-growing technology companies will make for a successful sales partnership with trust-hub.”

About eCoast Marketing

eCoast Marketing is an industry leader in sales development services focused on technology providers. Our processes and execution strategy bring transparency and accountability to the revenue generation process for sales and marketing teams and their partners. For more than 19 years, our experienced teams of sales development representatives and program managers have executed thousands of sales development initiatives to build healthy sales pipelines and strong customer bases for our clients. Our people are highly skilled in identifying and engaging decision makers and buying groups within the target companies our clients want to nurture as potential buyers. Learn more at www.ecoastmarketing.com.

About trust-hub

trust-hub is the first data governance specialist to recognize personal data as its own category rather than just another sub-set of corporate information. Building trust, staying compliant, operating safely and remaining competitive is both a challenge and an opportunity when dealing with personal data. The trust-hub solution is a distributed SaaS platform specifically designed to facilitate transparency, manage risk and unlock business value through its innovative approach to the governance of personal data. Unlike bolt-on solutions or products that treat privacy as a regulatory tick-box exercise, trust-hub provides a dynamic award-winning secure solution that operates in collaboration with your other systems. Learn more at www.trust-hub.com.



Media Contact

eCoast Marketing

bturner@ecoastmarketing.com

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