



February 23, 2020

Greetings!

In the January issue of [The Bottom Line](#), we spoke about 2020 Priorities that are trending based on elite research. We identified Personalization and Privacy among those priorities.



There is a tension between them. How do we honor Privacy rights while at the same time deliver a Personalized customer experience? Our tech stack and the resulting capabilities will need to be enhanced to resolve the tension.

**To that end, I'm announcing The Growth Strategy Group has entered into an alliance with OneTrust, to support clients to manage privacy and third party risk using OneTrust technologies.**

OneTrust is the #1 most widely used privacy, security and trust technology platform used by more than 5,000 companies to comply with the CCPA, GDPR, ISO27001 and hundreds of the world's privacy and security laws. OneTrust's primary offerings include OneTrust Privacy Management, OneTrust PreferenceChoice™ consent and preference management, OneTrust Vendorpedia™ third-party risk management, OneTrust GRC integrated risk management and OneTrust Ethics compliance and ethics software.

To learn more now, reply to this email. I will be contacting you about the products and services we are making available to you beginning with OneTrust Vendorpedia which manages third-party risk.

I'm also proud to share with you this [webcast](#) which was featured in Brighttalk's recent B2B Marketing Summit last week! In it, I provide insights into organizing and developing marketers and how they work to deliver omni-channel growth and retention programs optimized for delivering customer experiences that keep customers coming back for more.

More great news in the weeks to come.

Happy Marketing!

Marianne

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