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2B Advice Brings onboard Sales and Marketing Leaders to Expand Global Presence

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2B Advice, a global provider of technology-enabled privacy compliance and risk management services, recently expanded its North American presence with the hiring of senior two executives deeply experienced in developing rapid sales growth and market presence in early adopter markets.

Consumers around the globe have voiced their demands for better data privacy protection. From the adoption by the European Union of the General Data Privacy Regulation (GDPR) in 2018, the passage in California of the California Consumer Privacy Act (CCPA), a dozen or more pending US state laws, as well as a possible Federal regulation, all point to an expanded need for companies to institute active data privacy management programs. As companies throughout the globe have begun these endeavors, the need for flexible, scalable technology to assist in the management of these programs has become apparent.

Many are turning to software to aid in managing these complex and diverse privacy programs. Marcus Belke, CEO for 2B Advice frames the situation this way:

"It's not just these laws that are driving companies to adopt privacy programs. It's really a change in the perception of the consumer. Their data has value. Companies do not 'deserve' their personally identifiable data just because they were able to scrape it from the Internet. Consumers have realized an unprecedented right to know where their data is being kept, how much is being kept, and how it is being protected. Consumers of the future may refuse to do business with companies that do not respect their rights. That will ultimately be the real driving force."

To meet the new needs of companies doing business in protected states, 2B Advice has retained veteran marketer Kathleen Glass to assume responsibility for global marketing, and sales professional Don Litzenberg to launch and grow the North American sales team.

"We're excited to have Kathleen and Don join our team", says Marcus. "With our established staff of privacy attorneys, our seasoned data protection professionals and our newly updated data privacy platform, we are ready to establish a major presence in the Americas."

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About Kathleen Glass

Kathleen brings over two decades of B2B sales and marketing experience in SaaS and managed services industries for emerging technologies in IoT, CyberSecurity, Privacy, and Analytics. As a passionate advocate of sales and marketing alignment, Kathleen advises companies across the US in best practices for inbound and outbound demand generation processes and technology adoption. In addition, Kathleen is a supporter of the vibrant San Diego technology startup scene, volunteering as a CONNECT Springboard Marketing Entrepreneur in Residence (EIR) and a sales and marketing mentor for the CyberTECH NEST accelerator program. Kathleen currently serves as President of the San Diego Chapter of the Association of Inside Sales (AA-ISP), AA-ISP Board Advisor, and was voted 2017 AA-ISP Supporter of the Year.

About Don Litzenberg

As Vice President of Sales for 2B Advice, Don is an experienced SaaS and Enterprise sales professional. Don has helped sales teams achieve best-ever results in every organization he's worked for. Working with B2B and B2C sales organizations for more than 10 years has given Don a keen insight into the mindset of sales people and their customers, prospects, and buyers across two continents. This insight helps them prospect better, manager their pipeline, and close business on time. Don has also helped teams win third party awards such as three Stevie Awards in 2018. Don has always been a privacy and security advocate and is excited to join the 2B Advice team at a time when privacy is more important than ever.

About 2B Advice

2B Advice specializes in European and US privacy management and data protection. With 19 years of experience and offices in Bonn, Berlin, Brezno, Munich, Paris, Vienna and San Diego, 2B Advice offers an experienced team of privacy and legal experts who work with our clients to develop privacy management solutions tailored to each client needs and budget. At the heart of effective privacy programs is the 2B Advice PrIME privacy management software that helps more than 3,800 companies worldwide manage their privacy programs for GDPR, CCPA, COPPA and other regulations.

2B Advice is a Corporate Gold Member of IAPP.

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