

# 2022 Top Suppliers: Profiles



cal markets and personas, allowing it to take a more strategic 1:1 approach in solving customers' business challenges. This multi-pronged approach expanded relationships with current clients and onboarded new brands, including a partnership with Shaquille O'Neal's franchise "Big Chicken."

Perhaps it's no surprise then that OneTouchPoint upped its sales by 4% in 2021 with \$141.4 million — enough to take eighth place on our Top Suppliers chart. Robust processes aside, Holland credits his team for getting them to this point.

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### Future Plans

"Technology" is the theme for 2023. OneTouchPoint is planning for continuous process improvements and ongoing capital investments, driven by its product team, in new technology and offerings, based on the needs of its customers. Holland also says the company's newest board of directors appointee, Rhonda Parouty, will use her background in cybersecurity network detection and response protocols to help OneTouchPoint strengthen its cybersecurity and data threat assessment strategy.

When we last connected with OneTouchPoint CEO David Holland, he expected enterprise and solution sales, along with customer-first innovations, to carry out his vision for the company. He made good on his word, launching U.Connect '2.0,' a Through Channel Marketing Automation (TCMA) platform. An upgrade to the original U.Connect, the newest version "leverages a modern new interface, enabling marketing leaders to deploy their assets nationwide, empower distributed brands to easily leverage corporate-level marketing materials and campaigns, and then localize and deploy them online, offline or in-store," Holland explains.

Building a product team, responsible for using marketing trends, competitor analysis and customer feedback to inform product development, was another area the company focused on. In addition to product alignment, OneTouchPoint refined its sales and marketing approach based on its identified verti-



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