



# PRESS KIT



# About KnowBe4

As the provider of the world's largest security awareness training and simulated phishing platform, KnowBe4 helps organizations address the human element of security by raising awareness about ransomware, CEO fraud, and other social engineering tactics through a new-school approach developed by an internationally recognized cybersecurity specialist.

Join more than 70k international organizations in trusting the KnowBe4 platform to strengthen your security culture and reduce human risk. For more information, please visit [www.KnowBe4.com](http://www.KnowBe4.com)

HRM+

## #1 Trusted Human Risk Management Platform

AI Defense Agents

Security Awareness Training

Compliance Plus

Cloud Email Security

### COMPANY SIZE

2200+ Employees Worldwide

### INDUSTRY

Cybersecurity

### HQ LOCATION

Clearwater, FL, USA

### GLOBAL OFFICES

12 Locations Worldwide

# Office Locations

[Clearwater, FL, USA](#)

[Leeds, United Kingdom](#)

[Leicester, United Kingdom](#)

[Utrecht, Netherlands](#)

[Berlin, Germany](#)

[Cape Town, South Africa](#)

[São Paulo, Brazil](#)

[Dubai, United Arab Emirates](#)

[Singapore, Singapore](#)

[Tokyo, Japan](#)

[Melbourne, Australia](#)

[Kochi, India](#)

## Coming Soon:

[Washington DC](#) - opening in October

[Bangalore, India](#) - opening in November

[Costa Rica](#) - coming soon



# Important Dates

## August 2010

Stu Sjouwerman, Co-founder of Sunbelt Software, starts KnowBe4, LLC.

2010

## March 2011

KnowBe4 releases its weekly newsletter: *CyberheistNews*.

## April 2011

Internet Security Awareness Training (ISAT) Version 1 gets released and is well received. With the release, KnowBe4 introduces the free **Phishing Security Test**. Hundreds of organizations do the PST.

## November 2011

Kevin Mitnick joins KnowBe4 as Chief Hacking Officer and part owner at 11-11-2011.

## June 2012

Introduction of “Kevin Mitnick Security Awareness Training”, Version 2 of ISAT.

## December 2012

Kevin Mitnick Security Awareness Training now used in over 200 enterprise sites. Additional module becomes available: “PCI Compliance Simplified”. KnowBe4 announces that year-over-year growth from 2011-2012 is 342%.

## January 2013

*CyberheistNews* is now the world’s largest e-zine for IT pros about social engineering and security awareness training with 140,000 subscribers.

## July 2013

Osterman Research releases a survey that shows KnowBe4’s process for security awareness training is significantly more effective than other, traditional approaches.

## January 2014

After 18 months of development, we released KnowBe4 Compliance Manager.

## June 2014

KnowBe4 announces its new **Crypto-Ransom Guarantee** and sales skyrocket.

## October 2014

KnowBe4 was named in the Gartner Magic Quadrant for Security Awareness Computer-Based Training.

## March 2015

KnowBe4 is now the world’s most popular integrated Security Awareness Training and Simulated Phishing platform.

## July 2015

KnowBe4 sees explosive growth for eight consecutive quarters. Q2 revenues 2015 was 353% over the second quarter 2014. We successfully moved to our new 15,000-square-foot office space. More at this [blog post](#).

2015



# Important Dates (continued)



# Our Award-Winning Culture

At KnowBe4, we have an incredible company culture that values radical transparency, extreme ownership, personal and professional growth, and diversity, while also striving to ensure work is always fun. Every day at KnowBe4 is filled with celebrations, both big and small. Birthdays, sales goals, and company milestones are all reasons to celebrate and we celebrate big. For our Knowsters who work remotely, we cultivate our amazing company culture virtually with all our teams across the globe!

## Sustainability

At KnowBe4 we embrace extreme ownership, and this includes extreme ownership of our environment. From the very top to the bottom of our organization, we are engaged in doing the right things to help protect our planet. We don't just do the big things, like committing to net zero carbon by 2040. We do the little things too, like neighborhood clean-ups and composting our breakroom coffee grinds. Environmental responsibility is not just our company stance, it is our culture; it is who we are. **Learn more about our sustainability efforts [here](#).**





# Our Team



**Bryan Palma**

**KnowBe4 CEO**

Palma is a highly regarded technology executive with over twenty-five years of experience and a proven track record of scaling global technology enterprises by driving profitable growth, improving customer experience, and delivering operational agility. Most recently, he was the chief executive officer of Trellix, a multi-billion dollar cybersecurity market leader formed through the merger of FireEye and McAfee Enterprise. Prior to joining Trellix, he guided some of the world's leading organizations through pivotal technology and business transformations including Cisco, Boeing, EDS, PepsiCo, and the US Secret Service. Palma earned a masters of business administration from Duke University's Fuqua School of Business, masters of education from the University of Maryland, and bachelor of arts from the University of Richmond. Palma serves on the President's National Security Telecommunications Advisory Committee and the CloudBees board of directors.



**Stu Sjouwerman**

**KnowBe4 Founder**

Stu Sjouwerman (pronounced "shower-man") is the founder of KnowBe4 Inc., the provider of the world's largest security awareness training and simulated phishing platform. He led KnowBe4 through the process of becoming a public company and an IPO on the Nasdaq in April 2021. In late 2022, he facilitated KnowBe4's acquisition by Vista Equity Partners.

KnowBe4 is Stu's fifth startup. He is an information security expert with more than 30 years in the IT industry. In his last company, Sunbelt Software, an anti-malware software company, he was co-founder, and received multiple Inc. 500 awards. It was acquired in 2010. Sjouwerman is the author of four books, with his latest being *Cyberheist: The Biggest Financial Threat Facing American Businesses*.

# Our Team (continued)

## KnowBe4 CISO Advisors and Other Spokespersons

United States



**Erich Kron**

### **KnowBe4 CISO Advisor**

Erich is an author and regular contributor to cybersecurity industry publications. He is a veteran information security professional with over 25 years of experience in the medical, aerospace, manufacturing, and defense fields. [Read More](#)

United States



**Roger Grimes**

### **KnowBe4 CISO Advisor**

Roger is a Data-Driven Defense CISO Advisor. He is a 35-year plus computer security professional, author of 15 books and over 1,400 national magazine articles.

[Read More](#)

United States



**James McQuiggan**

### **KnowBe4 CISO Advisor**

James has over 20 years of experience in cybersecurity, including previous roles at Siemens where he consulted and supported various corporate divisions on cybersecurity standards, information security awareness and securing product networks. [Read More](#)

United States



**Perry Carpenter**

### **Chief Human Risk Management Strategist**

Perry is a multi-award-winning author, podcaster, and speaker, with over two decades in cybersecurity focusing on how cybercriminals exploit human behavior. As the Chief Human Risk Management Strategist at KnowBe4, Perry helps build robust human-centric defenses against social engineering-based threats.

[Read More](#)

# Our Team (continued)

## KnowBe4 CISO Advisors and Other Spokespersons

### Africa



**Anna Collard**

#### **KnowBe4 SVP of Content Strategy & CISO Advisor**

Anna drives security awareness across the African continent. She has been working in the cybersecurity field as a security architect and consultant for 18 years, where she has assisted organizations across South Africa, Europe and the U.S. Collard founded security content publisher Popcorn Training, which was acquired by KnowBe4 in 2018. A few of her specialty areas include security awareness best practices, changing cybersecurity cultures, and women in tech. [Read More](#)

### Europe/Middle East/UK



**Javvad Malik**

#### **KnowBe4 Lead CISO Advisor**

Javvad is an IT security professional with over 20 years of experience as an IT security administrator, consultant, industry analyst and security advocate. [Read More](#)

### Europe/Middle East/UK



**Martin Kraemer**

#### **KnowBe4 CISO Advisor**

Martin has over 10 years of research and industry experience in cybersecurity with a focus on human-centered computing. Martin held roles in innovation, research, and technology consulting. He holds a doctorate from the University of Oxford. [Read More](#)



# Downloadable KnowBe4 Reports



## 2025 Phishing by Industry Benchmarking Report

To download a copy of KnowBe4's 2025 Phishing by Industry Benchmarking Report, [visit here](#).



## Global Phishing Threat Trends Report 2025

To download a copy of KnowBe4's 2025 Global Phishing Threat Trends Report, [visit here](#).



## KnowBe4 Global Retail Report 2025

To download a copy of KnowBe4's 2025 Global Retail Report, [visit here](#).



## Insurance Industry Report 2025

To download a copy of KnowBe4's 2025 Insurance Industry Report, [visit here](#).

# Recent Awards and Recognitions



## KnowBe4 Earns Three 2025 Buyer's Choice Awards From TrustRadius

KnowBe4 has been recognized for three products by its customers for best capabilities, best value for price, and best customer relationship.

[Read More](#)



## KnowBe4 Earns Spot on G2's 2025 Best Software Awards Lists

KnowBe4 security awareness training awarded the #1 Security Product and the #2 Overall Software Product. [Read More](#)



## KnowBe4 Named G2 Spring Leader 2025

KnowBe4 Marks 20-Quarter Leadership Streak in G2 Grid Spring 2025 Report and Named Leader in Two Categories.

[Read More](#)



## KnowBe4 Achieves #1 Position in Two Cyber-security Categories in G2 Winter 2025 Grid Reports-From TrustRadius

KnowBe4 ranked as the number one Security Awareness Training platform and the number one Security Orchestration, Automation, and Response platform. [Read More](#)



## KnowBe4 Earns 5-Star Rating in the 2025 CRN® Partner Program Guide

KnowBe4 recognized for excellence in channel and people-centric cybersecurity approach for the fourth consecutive year. [Read More](#)



## KnowBe4 Named to Newsweek's 2025 Global Most Loved Workplaces®

KnowBe4 ranked among the top 100 global companies recognized for employee sentiment and satisfaction. [Read More](#)

# Contact Us

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