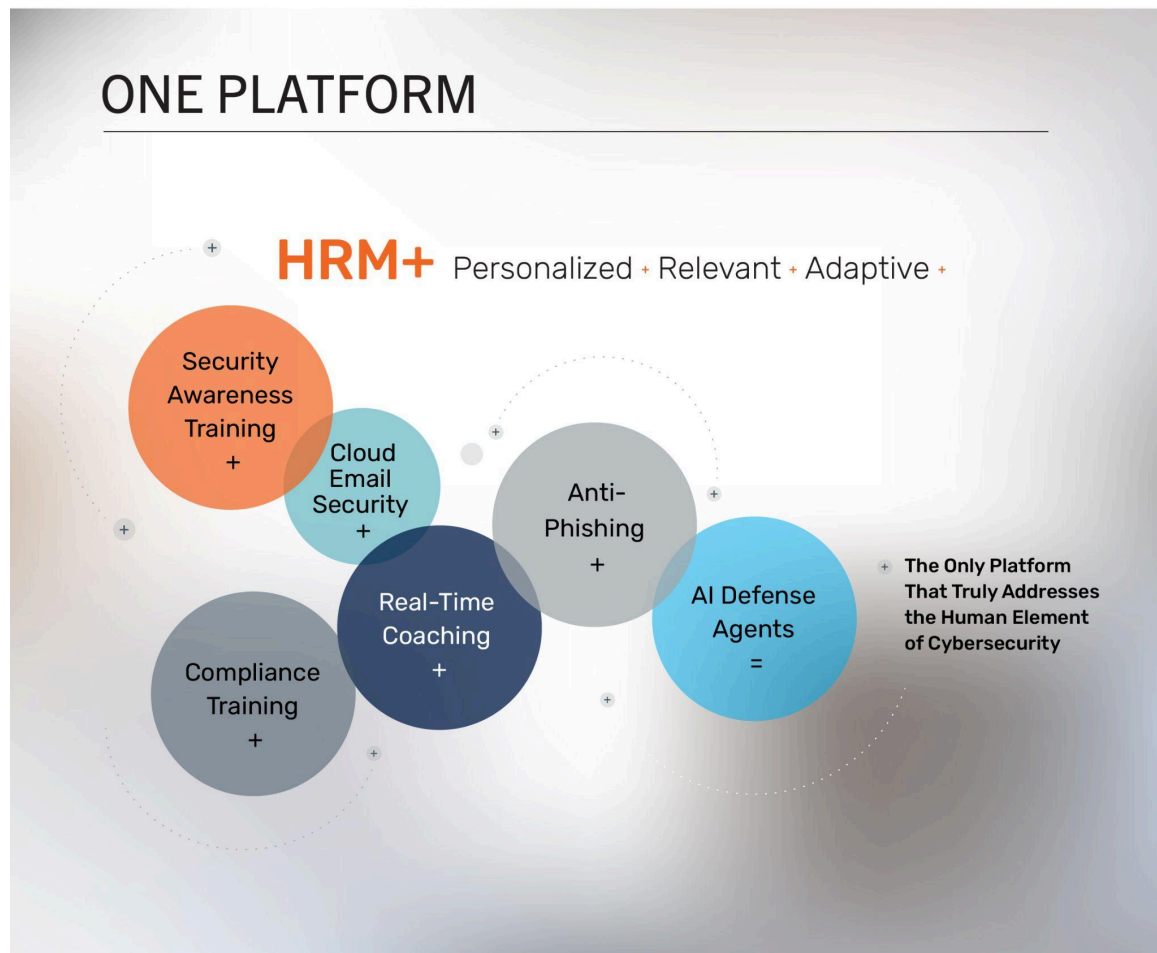# KnowBe4

KnowBe4

Press Kit

Facts About KnowBe4

KnowBe4 empowers workforces to make smarter security decisions every day. Trusted by over 70,000 organizations worldwide, KnowBe4 helps to strengthen security culture and manage human risk.

Corporate Address:

33 N Garden Ave
Clearwater, FL 33755

www.KnowBe4.com

Contact Us:

For media inquiries, please contact
PR@KnowBe4.com

For urgent matters, please contact:

Senior Manager, Public Relations   **SVP Public Relations**
(727) 748-4221   (727) 474-9950

Social Media:

COMPANY SIZE	INDUSTRY	HQ LOCATION	GLOBAL OFFICES
2,207 Employees Worldwide	**Cybersecurity**	**Clearwater, FL, US**	**12 Locations Worldwide**

Office Locations:

Clearwater, Florida	**Berlin, Germany**	**Singapore, Singapore**
Leeds, United Kingdom	**Cape Town, South Africa**	**Tokyo, Japan**
Leicester, United Kingdom	**São Paulo, Brazil**	**Melbourne, Australia**
Utrecht, Netherlands	**Dubai, United Arab Emirates**	**Kochi, India**

Important Dates:

August 2010 - Stu Sjouwerman, Co-founder of Sunbelt Software, starts KnowBe4, LLC

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.

September 2015 - KnowBe4 Grand Opening with ribbon cutting by Clearwater Mayor George Cretekos. Here is a blog post with stills and video of the event.

January 2016 - KnowBe4 gets an $8 Million Venture Capital investment from Elephant Partners and changes from an LLC into an Inc.

April 2016 - KnowBe4 has a blowout Q1, growing 299% year-over-year, and makes it into the Cybersecurity 500.

August 2016 - KnowBe4 makes it in the INC 500, #139, a very strong debut on this famous list.

June 2017 - KnowBe4 Moves From #38 to #6 On the Cybersecurity 500, the list of the world's hottest security companies. More at the blog.

November 2017 - KnowBe4 Wins Frost & Sullivan Cyber Security Awareness Training Platform Customer Value Leadership Award and reaches its first 7-million dollar month.

June 2019 - KnowBe4 raises $300 million in a round led by KKR which values Knowbe4 at $1 billion "unicorn" level. Stu is named a Glassdoor Top CEO for 2019.

August 2020 - KnowBe4 makes it in the Inc 500 for the 5th time in a row. Also, KnowBe4 Celebrates 10 Years and 1,000 Employees by Planting 10,000 Trees Worldwide.

March 2021 - KnowBe4 acquires MediaPRO.

April 2021 - KnowBe4 has a successful IPO.

February 2023 - KnowBe4 taken private by Vista Equity Partners

July 2024 - KnowBe4 acquires Egress.

May 2025 - KnowBe4 appoints Bryan Palma as new CEO. Stu Sjouwerman named Executive Chairman.

To see a detailed KnowBe4 Timeline, visit here.

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 Organizational Chart, 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.

KnowBe4 CEO

Bryan Palma

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

Stu Sjouwerman (pronounced "shower-man") is the founder and CEO 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."

KnowBe4 Advocates and Other Spokespersons

UNITED STATES

ERICH KRON

Erich Kron, Security Awareness Advocate at KnowBe4, 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*

ROGER GRIMES

Roger A. Grimes is a Data-Driven Defense Evangelist at KnowBe4. He is a 35-year plus computer security professional, author of 15 books and over 1,400 national magazine articles. *Read More*

JAMES MCQUIGGAN

James McQuiggan is a Security Awareness Advocate for KnowBe4. He 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*

PERRY CARPENTER

Perry Carpenter 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*

ANNA COLLARD

Anna Collard is the SVP of Content Strategy & Evangelist for KnowBe4 Africa where she 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

Javvad Malik is the Lead Security Awareness Advocate at KnowBe4 and is based in London. Malik is an IT security professional with over 20 years of experience as an IT security administrator, consultant, industry analyst and security advocate. *Read More*

MARTIN KRAEMER

Dr. Martin J. Kraemer is a Security Awareness Advocate at KnowBe4. He 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. Martin 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.

KnowBe4 Global Retail Report 2025

To download a copy of KnowBe4's 2025 Global Retail Report, visit here.

Global Phishing Threat Trends Report 2025

To download a copy of KnowBe4's 2025 Global Education Report, visit here.

Insurance Industry Report 2025

To download a copy of KnowBe4's 2025 Global Education Report, visit here.

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

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

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

KnowBe4 Achieves #1 Position in Two Cybersecurity Categories in G2 Winter 2025 Grid Reports

KnowBe4 ranked as the number one Security Awareness Training platform and the number one Security Orchestration, Automation, and Response platform

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

KnowBe4's CEO Stu Sjouwerman Wins 2023 Excellence in Customer Service Award

Sjouwerman recognized as Executive of the Year