



PRESS KIT

KnowBe4  
Human error. Conquered.



Empowering your workforce to make smarter security decisions, every day.

[www.knowbe4.com](http://www.knowbe4.com) 1

# KnowBe4

Human error. Conquered.

## Press Kit

### Facts About KnowBe4

KnowBe4 is the provider of the world's largest security awareness training and simulated phishing platform and is used by more than 65,000 organizations around the globe.

### Corporate Address:

33 N Garden Ave  
Clearwater, FL 33755

[www.KnowBe4.com](http://www.KnowBe4.com)



## Contact Us:

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For media inquiries, please contact

[PR@KnowBe4.com](mailto:PR@KnowBe4.com)

For urgent matters, please contact:

**Senior Manager, Public Relations**

(727) 748-4221

**SVP Public Relations**

(727) 474-9950

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## Social Media:



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COMPANY SIZE	INDUSTRY	HQ LOCATION	GLOBAL OFFICES
1,742 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. Well over 1,000 enterprise accounts are using it, 25% of which are **banks and credit unions**.

**July 2015** - KnowBe4 sees security awareness training go from lunchroom to boardroom, and has seen 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](#), the definitive list of the world's hottest and most innovative companies in the cybersecurity industry. Check out the blog post with more [highlights and milestones](#).

**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 (download their 10-page PDF [here](#)) 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](#).

**September 2020** - G2 Ranks KnowBe4 the [#1 Platform for 5th Consecutive Quarter](#) in the Fall 2020 G2 Grid Report for Security Awareness Training

**March 2021** - KnowBe4 acquires MediaPRO:

**April 2021** - KnowBe4 has a successful IPO.

**February 2023** - [KnowBe4 taken private by Vista Equity Partners](#)

*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

### Stu Sjouerman



Stu Sjouerman (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. Sjouerman 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, author, and regular contributor to cybersecurity industry publications, is a veteran information security professional with over 25 years' 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 14 books and over 1,400 national magazine articles. [Read More](#)



## JAMES MCQUIGGAN



James McQuiggan is a Security Awareness Advocate for KnowBe4. McQuiggan worked for Siemens for eighteen years where he was responsible for various roles, including his most recent as Product & Solution Security Officer for Siemens Gamesa Renewable Energy. [Read More](#)

## PERRY CARPENTER



Perry Carpenter is the Chief Evangelist and Strategy Officer at KnowBe4 and the author of, "Transformational Security Awareness: What Neuroscientists, Storytellers, and Marketers Can Teach Us About Driving Secure Behaviors" and coauthor of "The Security Culture Playbook: An Executive Guide To Reducing Risk and Developing Your Human Defense Layer". [Read More](#)

## JOANNA HUISMAN



Joanna Huisman is Senior Vice President of Strategic Insights and Research at KnowBe4. She is a cybersecurity, marketing and training/communications professional with over 20 years of experience in the financial services/tech industries with added experience in sales, operations and organizational development. [Read More](#)

## AFRICA

### **ANNA COLLARD**



Anna Collard is the SVP of Content Strategy & Evangelist for KnowBe4 Africa where she drives security awareness across the African continent. Winner of Cybersecurity Women of the Year Award 2023 in the People's Choice Category, and IFSEC Global Influencer in Security for 2022, Top 100 Women in Cyber 2021 Cyber Defence Magazine, Women in Tech Innovations Throughout Africa 2020 Award for Southern and Central Africa, Top 50 Women in Cybersecurity – Africa 2020. [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



### KnowBe4 Security Culture Report

To download a copy of KnowBe4's 2024 Security Culture Report, visit [here](#).



### Phishing Benchmarking Report For Africa by Anna Collard

To download a copy of KnowBe4's 2023 Phishing Benchmarking Report for Africa, visit [here](#).



### 2023 Phishing by Industry Benchmarking Report

To download a copy of KnowBe4's 2023 Phishing by Industry Benchmarking Report, visit [here](#).

## Recent Awards and Recognitions



### [KnowBe4 Earns Spot on G2's 2024 Best Software Awards Lists](#)

*KnowBe4 recognized in two award categories: Top Products for Mid-Market and Top Global Software Companies*



### [KnowBe4 Named the Number One Leader in the G2 Grid Winter 2024 Report in Two Categories](#)

*PhishER ranked as the number one Security Orchestration, Automation, and Response platform for the 11th consecutive quarter and KnowBe4's Kevin Mitnick Security Awareness Training ranked as the number one Security Awareness Training platform for the 18th Consecutive Quarter*



### [KnowBe4 Selected as an Excellence Award Winner for the 2023 SC Awards](#)

*KnowBe4 recognized as the winner for the Best IT Security-Related Training Program*



[KnowBe4 Wins Multiple 2023 Best Of Awards From TrustRadius](#)

*KnowBe4 is recognized by TrustRadius for its Kevin Mitnick Security Awareness Training and PhishER products in three categories for Best Value for Price, Best Relationship and Best Feature Set*



[KnowBe4's CEO Stu Sjouwerman Wins 2023 Excellence in Customer Service Award](#)

*Sjouwerman recognized as Executive of the Year*



[KnowBe4 Earns a 2023 Top Rated Award From TrustRadius](#)

*KnowBe4 has been recognized as a leader for security awareness training*