



PRESS KIT



About KnowBe4

Trusted by more than 70,000 organizations worldwide, KnowBe4 helps teams secure both AI agents and humans. The KnowBe4 Platform provides attack simulation and training, collaboration security, and agent security powered by AIDA (Artificial Intelligence Defense Agents) and a proprietary Risk Score, creating a defense layer that reinforces secure behavior against evolving cybersecurity threats.

As agentic AI becomes increasingly embedded in business operations, KnowBe4 prepares the modern workforce by securing both AI agents and humans. Through a unified approach, KnowBe4 is the pioneer of digital workforce security.

[KnowBe4 Platform](#)

[AIDA](#)

knowbe4

AI Agent Ready.
Human Ready.
One Platform.

From social engineering to prompt injection, protect both your agents and your people.

70K+ organisations trust us globally	15+ years of user behaviour data and threat intelligence	12 AI security awareness agents in market
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Leader in Gartner® Magic Quadrant™ for Email Security

Secure the Digital Workforce | knowbe4.com

COMPANY SIZE

2,268 Employees Worldwide

INDUSTRY

Cybersecurity

HQ LOCATION

Clearwater, FL, USA

GLOBAL OFFICES

19 Locations Worldwide

Office Locations

[Clearwater, FL, USA](#)

[Washington, D.C., USA](#)

[New York, NY, USA](#)

[Leeds, UK](#)

[Leicester, UK](#)

[London, UK](#)

[Sheffield, UK](#)

[Cheltenham, UK](#)

[Lyon, France](#)

[Utrecht, Netherlands](#)

[Berlin, Germany](#)

[Cape Town, South Africa](#)

[São Paulo, Brazil](#)

[Dubai, United Arab Emirates](#)

[Singapore, Singapore](#)

[Tokyo, Japan](#)

[Melbourne, Australia](#)

[Kochi, India](#)

[Bangalore, India](#)



Important Dates

August 2010

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

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.

June 2012

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

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.

January 2014

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

October 2014

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

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](#).

2010

March 2011

KnowBe4 releases its weekly newsletter: *CyberheistNews*.

November 2011

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

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%.

July 2013

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

June 2014

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

March 2015

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

2015

Important Dates (continued)

2015

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.

August 2016

KnowBe4 [makes it in the INC 500](#), #139, a very strong debut on this famous list.

April 2016

KnowBe4 has a blowout Q1, growing 299% year-over-year, and makes it into the [Cybersecurity 500](#).

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.

2024

Important Dates (continued)

2025

May 2025

KnowBe4 appoints Bryan Palma as new CEO.
Stu Sjouerman named Executive Chairman.

June 2025

KnowBe4 Defend integrates with Microsoft
Defender for Office 365.

December 2025

Launch of **Deepfake Training Agent**.

2026

February 2026

Launch of 8th agent, **AIDA Orchestration**,
delivering fully automated phishing simulation.

March 2026

Launch of Custom SAPA Agent.

April 2026

Launch of **Agent Risk Manager**, the industry's first
governance layer for AI agents.

May 2026

Launch of Content Creation Agent.

To see a detailed KnowBe4 Timeline,

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 Sjouerman

KnowBe4 Founder

Stu Sjouerman (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. Sjouerman 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



Perry Carpenter

Chief Deception 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 Deception 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. [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](#)

Asia-Pacific/Japan



Kawin Boonyapredee

KnowBe4 CISO Advisor

Kawin is a CISO Advisor at KnowBe4 based in Singapore, where he serves the Asia-Pacific & Japan region. He has over 25 years of experience in information security, risk management, and compliance across North America and Asia. In his current role, he delivers strategic insights and practical solutions tailored to the evolving threat landscape, with a particular focus on fostering robust security cultures. Kawin is a frequent contributor to industry discussions, sharing his expertise through strategic advisory services and speaking engagements on topics ranging from digital transformation to the security implications of emerging technologies. [Read More](#)

Downloadable KnowBe4 Reports



From Agentic Risk to Human Wins

To download a copy of the report, [visit here](#).



Phishing Threat Trends Report Vol. 7

To download a copy of the report, [visit here](#).



State of Human Risk Report 2025

To download a copy of the report, [visit here](#).



The Current State of Human Risk in Japan 2025

To download a copy of the report, [visit here](#).

Recent Awards and Recognitions



KnowBe4 Honored for Global Employee Experience Across Multiple Workplace Awards

Recognized across 11 countries with certifications from Great Place to Work®, Computerworld, Top Workplaces, and America's Most Loved Workplaces®.

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KnowBe4 Named a Leader in Gartner® Magic Quadrant™ for Email Security

Recognized for its Ability to Execute and Completeness of Vision in the 2025 Magic Quadrant for Second Consecutive Year.

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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.

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KnowBe4 Earns Multiple Accolades on G2's 2026 Best Software Awards

Recognized as a Top 5 Security Software Product and the only SAT vendor in G2's Top 100 Best Software Products.

[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 Ranks Number One in G2 Grid Reports, Wins Gold Cybersecurity and Top Workplace Awards

Recognized by G2 as #1 in Security Awareness and Incident Response, and named Gold Cybersecurity Company of the Year by the Globe Awards and more.

[Read More](#)

Contact Us

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Social Media



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