

## Press release

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### **SoSafe expands leadership team and accelerates international growth**

- SoSafe, one of the leading providers of human-focused cyber security solutions in Europe, announces Carina Haylock as Vice President Marketing and Daniel Hubrich as Vice President Sales.
- With these new hires, SoSafe is responding to the increasing demand for cyber security awareness solutions and is further driving the company's development.
- In their roles, the experienced tech leaders will be gearing up their teams for the next phase of international growth.

SoSafe, one of the leading providers of security awareness platforms within several European markets, announces Vice Presidents for the Marketing and Sales functions, further positioning the company for international growth. With a deep understanding of the industry and experience in fast-growing SaaS and tech companies, Carina Haylock and Daniel Hubrich will build their teams to keep pace with the increasing demand for human-centric cyber security solutions.

### **Senior marketing leader with strong international experience**

Prior to joining SoSafe as Vice President Marketing, Carina was part of the leadership team in several global security players, among those Kaspersky where she was responsible for building up the business in the Asia Pacific region. She contributes more than 10 years' worth of experience as a marketing professional in the cyber security industry to the team. "Minimizing human risks is not a trend, but an imperative. I have seen the security market evolve to increasingly target people rather than technology systems. I am excited to be part of a growing industry that will empower people to protect themselves from cyber threats and improve their organization's security," says Carina. SoSafe's awareness platform distinguishes itself by its focus on behavioral science, effortless deployment and administration, and diverse options to analyze and minimize risks.

### **Comprehensive B2B expertise to further develop the sales team**

Daniel joins SoSafe from internal communication provider Staffbase and brings along more than 10 years of sales experience in the B2B SaaS industry. He says joining SoSafe was an easy decision to make and looks forward to filling his new role: "I am sure that SoSafe, as a company with such an important mission, has a busy time ahead. I am excited to not only support SoSafe as a company, but also many talents in professionally

developing and growing in pace with this challenge." As Vice President Sales, he will be responsible for strategically managing and expanding his team.

### **SoSafe enters next phase of international growth**

In the light of recent major ransomware attacks, the need for effective solutions to protect companies from those threats and to holistically minimize cyber risks continues to gain momentum. "We have only just started to make the digital world a safer place and are thrilled to push this important mission together with Carina and Daniel. Their deep industry insights and experience in dynamic work environments will also prove valuable in scaling our teams internationally and finding the right people to join us on this journey," says co-founder Dr. Niklas Hellemann. Over a hundred employees from more than 17 nations have already joined SoSafe in the past year, quadrupling the team's size and bringing along diverse skills to achieve the company's ambitious goals.

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### **About SoSafe**

The SoSafe Awareness Platform sensitizes and trains employees in dealing with the topics of cyber security and data protection. Phishing simulations and interactive e-learning teach employees effectively and sustainably what to pay particular attention to, for example, when using emails, passwords, or social media. The employer receives differentiated reporting and can finally make awareness building measurable – completely GDPR-compliant of course.

Further questions will be gladly answered by Mr. Florestan Peters: [press@sosafe.de](mailto:press@sosafe.de)