

Cyber security awareness provider SoSafe launches ambitious expansion within Europe

- SoSafe kicks-off its expansion and expands its business within Europe in the regions Benelux, Nordics, UK and Ireland, and Southern Europe.
- To this end, the company is bringing on board four new and internationally experienced executives to establish the business in the new countries.
- The company plans to open offices in Amsterdam, Copenhagen, London, and Paris to establish local market teams.

Cologne, March 8, 2022: SoSafe, one of the fastest growing cybersecurity awareness providers in the world, is kicking off its ambitious expansion plans. Having received \$73 million in a Series B funding round led by Highland Europe in January 2022, the company is now expanding its business to four new regions within Europe: Benelux, Nordics, Southern Europe, and the United Kingdom/Ireland.

"Having secured market leadership in the DACH market, we now plan to extend this leadership across Europe. As a strong European and GDPR-compliant partner, we clearly differentiate ourselves from competitors: We focus on the human factor by building our product on behavioral science and developing it with scientists based on actual data. In doing so, we support companies in minimizing cyber risks by activating their 'human firewall' – and will soon do so worldwide," says Dr. Niklas Hellemann, Founder and Managing Director of SoSafe. To this end, the company's second-generation awareness platform relies on behavioral psychology, user engagement, customer focus, and data that proves the constant learning process. "The need for corporate training solutions is higher than ever due to increasingly professionalized cybercrime and new hybrid work models such as home office. The current news situation shows us this almost every day," adds Hellemann, a qualified psychologist.

Local market teams drive international expansion

To drive international expansion, the company has initially established four new entities in Denmark, France, the Netherlands, and the UK. "Expanding within Europe is the next big step to grow our business. We have managed to develop an innovative solution that helps companies to integrate cyber security into their everyday work in a permanent, sustainable, and effective way. A comparable solution has been missing on the market until now. I want to introduce our state-of-the-art solution internationally and thus minimize cyber risks – worldwide and sustainably," says Hellemann.

To scale the new markets, SoSafe has brought on board four internationally experienced executives from the B2B and SaaS sectors. Bas van Erk will be responsible for the Benelux and Nordics regions as Director. The experienced sales expert most recently held leading positions in companies such as Dealsuite.com, Newzoo, Oxyeme and Meltwater. Rohit Gami, who was Head of Inside Sales at Skillcast before joining SoSafe, is responsible for the UK and Ireland markets and has extensive experience in B2B and SaaS. Expansion in Southern Europe will be led by Jean-Baptiste Roux: Roux is a long-time executive, most recently in management positions at Piano, AT Internet and Beijaflore.

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Oscar Trelles will be responsible for all markets outside Europe as Senior Director Global Sales, already preparing the company for the next step in its expansion. Trelles most recently led sales strategy at Instapanel, a consumer research startup. Previously, Trelles was responsible for business development at Rackspace, a leading IT service provider.

Offices in new markets to accelerate company growth

To access local talent more easily, SoSafe plans to open four additional offices: The new offices in Amsterdam, Copenhagen, London, and Paris will initially be managed by the executives who are building the local teams. The company also offers their team members numerous benefits, such as attractive salaries, a mobility package, and "workations" with the team. By the end of the year, the company aims to grow to around 500 employees across all offices.

About SoSafe

SoSafe empowers organizations to build a security culture and mitigate risk with its GDPR-compliant awareness programs. The company has been founded in Cologne, Germany, in 2018 by Psychologist and former BCG consultant Dr. Niklas Hellemann, Digitalization Expert and previous McKinsey consultant Lukas Schaefer, and seasoned Software Engineer Felix Schuerholz. Today, it serves more than 1,500 customers worldwide and is the market leader in security awareness and training in the DACH region. As one of the leading second-generation awareness platforms, they are powered by behavioral science and smart algorithms and focus on user engagement and the needs of the customer itself. By that, SoSafe delivers engaging, personalized learning experiences and smart attack simulations that turn employees into active assets against online threats.

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Picture



Title: To scale the new markets, SoSafe has brought on board internationally experienced executives from the B2B and SaaS sectors (from left to right): Rohit Gami (UK and Ireland), Oscar Trelles (International), Jean-Baptiste Roux (Southern Europe) and Bas van Erk (Benelux and Nordics). **Credits:** SoSafe GmbH.