

SoSafe hires former Smartly.io exec and SaaS leader Felix Fichtl as CFO to continue the firm's recent growth

- [Felix Fichtl](#) joins leading cyber security awareness firm, SoSafe, as CFO having formerly led the finance team at global social media advertising giant, Smartly.io
- Fichtl brings with him more than a decade's experience in building and scaling finance organizations across the SaaS industry
- He will play a pivotal role in helping SoSafe to build on its recent growth and to help it further scale internationally as it looks to secure global market leadership

Cologne, July 6, 2022: SoSafe – a leading provider of cyber security awareness – has hired former Smartly.io exec and experienced SaaS operator Felix Fichtl as CFO.

Fichtl brings with him more than a decade's experience in building and scaling finance organisations across the SaaS industry. From both his previous role as CFO at the global social media advertising automation giant, Smartly.io to his time spearheading finance operations for market leaders zoovu (formerly SMARTASSISTANT) and SAP Hybris (now SAP CX).

His appointment comes as SoSafe looks to build on its recent growth and bring its human-centric approach to cybersecurity to the assistance of even more companies on an international scale. SoSafe is currently the market leader in cybersecurity awareness in its home country of Germany, and is one of the leading providers across Europe.

In January 2022, the company closed a \$73 million Series B financing round, led by Highland Europe, to help fuel expansion into new territories and establish the firm as the global market leader. Part of these plans involve further bolstering the strength, experience and expertise of the existing C-suite team, of which Fichtl will now play a pivotal role.

With its data-driven and human-centric platform, SoSafe takes a unique, behavioural science approach to cybersecurity. An approach pioneered by its founder and CEO, psychologist Hellemann. Founded on the idea that 85% of cyberattacks on companies and organisations can be traced back to a human factor, SoSafe embeds deep gamification elements into the workflows of employees to foster and scale effective corporate security cultures.

SaaS industry leader Felix Fichtl from Smartly.io strengthens SoSafe's leadership team

During his tenure at Smartly.io, Fichtl scaled the finance organization and played a key role in the sale of a majority stake of the company to Providence Equity in 2019. During his time at SAP Hybris, he managed the post-merger integration of the Hybris side before taking responsibility as Division CFO for SAP Hybris (now SAP CX).

"SoSafe has a crystal-clear value proposition that addresses a key concern for companies worldwide. The company is well on its way to becoming a global champion in the area of cyber security," says Fichtl. "Smartly.io, while initially a European player, became a global market leader during my time there. We need more of these success stories and I feel SoSafe has the potential to

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see such similar success. I am impressed by the team and the investors behind SoSafe and look forward to working with them," he adds.

"SoSafe's C-level is brimming with experienced industry leaders, broad-based and complementary competencies, clear lines of responsibility and transparent structures. With Felix, we have gained an outstanding executive who perfectly complements this team," says Hellemann. "His appointment not only demonstrates our growth and our commitment to our customers, but it showcases our ambitions and will help us cement SoSafe as a global leader in cybersecurity awareness," says Niklas Hellemann, co-founder and CEO of SoSafe.

SoSafe is currently scaling internationally and has recently opened hubs in Amsterdam, London, and Paris to manage new markets.

About SoSafe

SoSafe empowers organizations to build a security culture and mitigate risk with its GDPR-compliant awareness programs. The company was founded in Cologne, Germany, in 2018 by psychologist and former BCG consultant Niklas Hellemann, Digitalization Expert and previous McKinsey consultant Lukas Schaefer, and seasoned software engineer Felix Schuerholz. Today, it serves more than 2000 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. In doing so, SoSafe delivers engaging, personalized learning experiences and smart attack simulations that turn employees into active assets against online threats. The SoSafe team now consists of more than 350 employees at five locations: Cologne (headquarters), Amsterdam, Berlin, London, and Paris.

Website: www.sosafe-awareness.com/

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Pictures:



Title: SoSafe brings Felix Fichtl from Smartly.io on board as the new CFO and thus strengthens the newly structured C-Level with an experienced finance executive from the SaaS sector. **Source:** Smartly.io



Title: The three founders of SoSafe (from left to right): Lukas Schaefer, Niklas Hellemann, and Felix Schürholz are setting up their company, founded in 2018, for further growth. **Source:** SoSafe GmbH.