

## **Cyber Guru announces an agreement with Lidera to distribute its Security Awareness Training platform in Spain and Portugal.**

**Madrid, March 6, 2023** – [Cyber Guru](#), the most effective cybersecurity awareness training platform which enables organisations to increase their resistance to cyber threats by changing employee behaviour, today announced a strategic partnership with [Lidera](#), a leading cybersecurity wholesaler, for the distribution of its products.

The agreement responds to an increasing trend for CISOs to balance their investments between hardware/software and end-user training. While technology can go a long way in protecting the organisation from technical threats, humans remain the weakest link in any organisation and a favourite target for cybercriminals. To improve employee awareness of, and resilience to, these sophisticated attacks, security officers need to invest in cyber security awareness training that is changing the company's security culture, and which demonstrates a real improvement in the organisation's security posture.

"We are delighted to partner with Lidera to help us reach out to a wider cyber security channel that can promote and offer our platform to their customers in the Iberian market," says **Gianni Baroni, CEO and co-founder of Cyber Guru**. "Public and private sector organisations of all sizes are challenged by an ever-increasing number of cyber-attacks targeting employees through social engineering techniques. However, these problems cannot be solved by simply applying additional firewall, antivirus, and other security technologies. Organisations need to train employees to become the first line of defence against cyber threats, while minimising the impact on organisational productivity. Cyber Guru's awareness platform is ideally suited to meet these challenges and the distribution agreement with **Lidera** will accelerate our expansion in the market".

"**Lidera is delighted to work with Cyber Guru** to provide all our partners with the most comprehensive cyber security awareness training platform," said **José Carlos Jimeno, CCO of Lidera**. "As is customary at Lidera, we will offer value-added services such as pre-sales, consulting, and business development to launch this platform via our channel in Spain and Portugal. The Cyber Guru platform helps companies train their employees to improve their ability to detect potential cyber-attacks".

"We are excited to take this step forward with **Lidera** as our value-added distributor to enter the Iberian market," says **Mar Sánchez Caro, Sales Country Manager Spain and Portugal at Cyber Guru**. "Lidera's extensive experience of over 23 years in the security sector, together with its strong distribution network in the region, make it the ideal partner to achieve our objectives in this market".

**About Cyber Guru**

Cyber Guru is the most effective cybersecurity awareness training platform, enabling organisations to increase their resistance to cyber-attacks by changing employee behaviour. The platform trains employees to become the first line of defence against cyber threats, while minimising the impact on organisational productivity. Cyber Guru offers a holistic security awareness training platform that is engaging, effective, and which delivers a real improvement in an organisation's security posture. Leading organisations of all sizes and verticals, in the public and private sector, rely on Cyber Guru to transform employee awareness of, and resilience to, sophisticated attacks – ultimately creating a human barrier against cyber-crime.

For more information, please visit [www.cyberguru.io](http://www.cyberguru.io)

### **About Lidera**

Lidera is a value-added distributor specialised in cyber security solutions in the Iberian and Latin American market for more than 23 years. It has a team of more than 40 employees and supports TELCOS, Internet providers, and the IT distribution channel. Lidera has offices in Spain, Portugal, and Brazil. Learn more at [www.lidera.com](http://www.lidera.com)