



# PRESS KIT

# INSPIRATION STARTS WITH COMMUNICATION – AND COMMUNICATION STARTS WITH STAFFBASE

Staffbase is an AI-native employee experience platform designed to help organizations engage their people, align their teams, and inspire action. In an era of fragmented digital workplaces and shifting employee expectations, we provide the infrastructure for clear, impactful internal communication.

Our platform serves as the "front door" to the digital workplace for over 16 million people globally. Unlike traditional intranets, Staffbase is built to reach every employee — whether they are at a desk, in a hospital ward, or on a factory floor. By combining multichannel reach with AI-driven intelligence, we enable leaders to deliver the right information at the right time, fostering a culture of shared understanding and authentic connection.

As a fully branded solution, Staffbase integrates into the unique identity of each organization. Today, more than 95 percent of our users engage with the platform monthly, making it the primary destination for trust and alignment in the modern enterprise.



Staffbase doesn't just reach every employee; it provides the tools to measure the impact of every message. This is a key differentiator. For the first time, internal communicators can analyze the success of their content with the same precision as external digital channels.

By connecting communication data to employee engagement, Staffbase enables a strategic, data-driven approach. This ensures that internal communication isn't just about distribution — it's about driving the alignment and clarity that directly contribute to business success.



IN A NUTSHELL

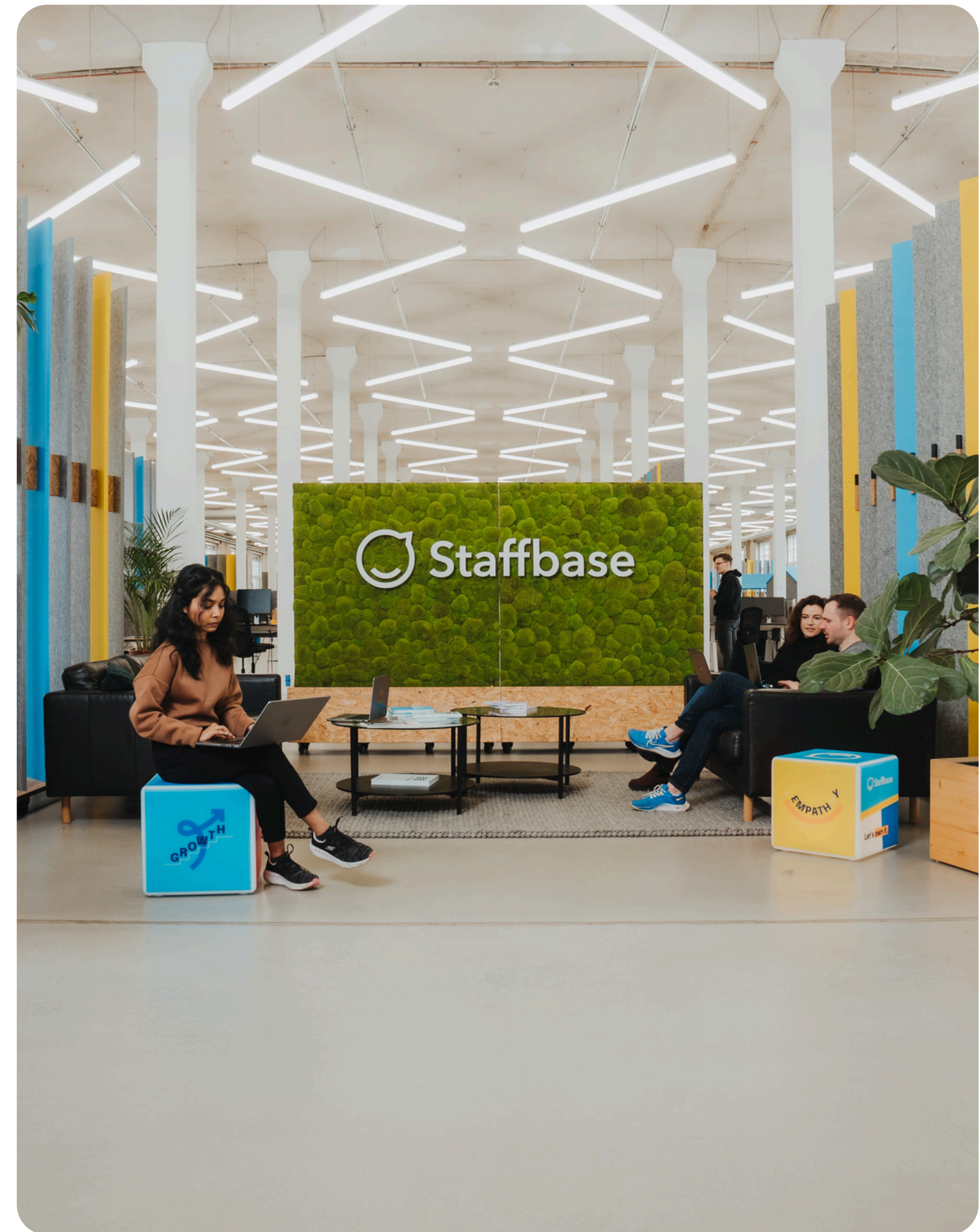
# ABOUT STAFFBASE

Staffbase is the first AI-native Employee Experience Platform. It puts the power of AI in every employee's hands — especially those currently disconnected on the front lines. With Employee AI, Staffbase brings together communications, IT, and HR to reimagine how people and organizations work together.

Around 1,500 companies — including Adidas, Alaska Airlines, DHL, MAN Truck & Bus, and Whataburger — use Staffbase to inspire their people and help them deliver their best work.

Staffbase connects companies with employees everywhere through a branded employee app, intranet, email, SMS, digital signage, and Microsoft 365 integrations — and now through new agentic experiences such as personalized podcasts and a conversational assistant — all powered by a single platform with an end-to-end AI foundation.

Staffbase was named a Leader for the third consecutive year in the 2025 Gartner® Magic Quadrant™ for Intranet Packaged Solutions and is also recognized by G2 as a Leader for Employee Intranets. Staffbase is headquartered in Chemnitz, Germany and has offices in New York City, London, Berlin, Tokyo, and Sydney.



# THESE DEPARTMENTS BENEFIT



## LEADERSHIP

With Staffbase, leaders can reach their teams faster and more reliably. Employees are enabled to provide feedback more easily. As a result, leaders can increase satisfaction and engagement within their teams.



## HUMAN RESOURCES

HR benefits from digitized HR services. Shift schedules, vacation requests, and sick leave notifications are handled entirely digitally through Staffbase.

The advantages: faster access, simpler processes, and no more lost paperwork.



## INTERNAL COMMUNICATION

Using Staffbase, internal communicators can reach the entire workforce and, for the first time, comprehensively measure and demonstrate the success of their digital communication initiatives.



## IT DEPARTMENTS

For IT teams, Staffbase provides security and saves time. The platform offers ready-to-use integrations and allows API tokens to be created directly within the platform. This enables seamless connections with tools such as SAP and Salesforce.

# FROM THE IDEA OF A “GERMAN TWITTER” TO A BILLION-DOLLAR STARTUP

The story of Staffbase begins with the failure of a startup. While Martin Böhringer was searching for a topic for his diploma thesis, the short messaging service Twitter was booming. Together with Dresden-based digital consultancy Communardo, he developed a concept for applying the “Twitter principle” within companies.

While Böhringer was still writing his thesis, a development team began implementing his idea. But shortly before completion, Silicon Valley startup Yammer presented an identical software solution at TechCrunch Disrupt 2008 — a fatal blow to Böhringer’s project. At the same time, he gained an important insight:

**“As a graduate student from Chemnitz, I was only a few weeks of development time behind the innovative power of Silicon Valley.”**

**- DR. MARTIN BÖHRINGER**

Six years later, Frank Wolf was preparing for his first startup venture. After years in management at T-Systems and consulting for large enterprises, he recognized the need for an employee app. Looking for technical co-founders, he was introduced to Martin Böhringer and Lutz Gerlach, who had just wound down their cloud startup Hojoki.

Wolf pitched them an idea inspired by Böhringer’s original project, and in November 2014, together with Gerlach, they founded Staffbase. Their goal: to create an employee app that would revolutionize internal communication — no longer merely informative, but a strategic management tool that conveys a shared vision to employees.

# THE SIEMENS CONTRACT MARKS THE START OF SCALING

By the end of 2014, Staffbase reached its first major milestone with the closing of its initial investment round. This was tied to acquiring a first customer and implementing the company's first intranet. The first project was completed, and within one quarter, at the beginning of 2015, the full investment amount was secured.

Then came the decisive breakthrough in 2016:

One of Germany's largest corporations requested an intranet for 400,000 employees. The Siemens contract scaled Staffbase to enterprise level. While part of the founding team in Chemnitz managed the large-scale project, co-founders Frank Wolf and Patrick Rudolph opened a Staffbase office in New York City to enter the US market — supported by German Accelerator, a funding program of the German federal government.

A major step in global expansion was the acquisition of the Canadian company Bananatag in 2021. This acquisition made Staffbase the world's largest provider of software solutions for internal communication. Through this partnership, Staffbase significantly expanded its reach, particularly in North America.



Today, Staffbase is synonymous with modern and effective employee communication and has established itself as a leading provider in this field.

Staffbase is no longer just an employee app, but a comprehensive cloud-based communication platform. It reaches more than 16 million people worldwide — from employees at major German corporations such as DHL, Audi, and Adidas, to the City of Sydney’s municipal administration, to global technology companies like Google and Meta.

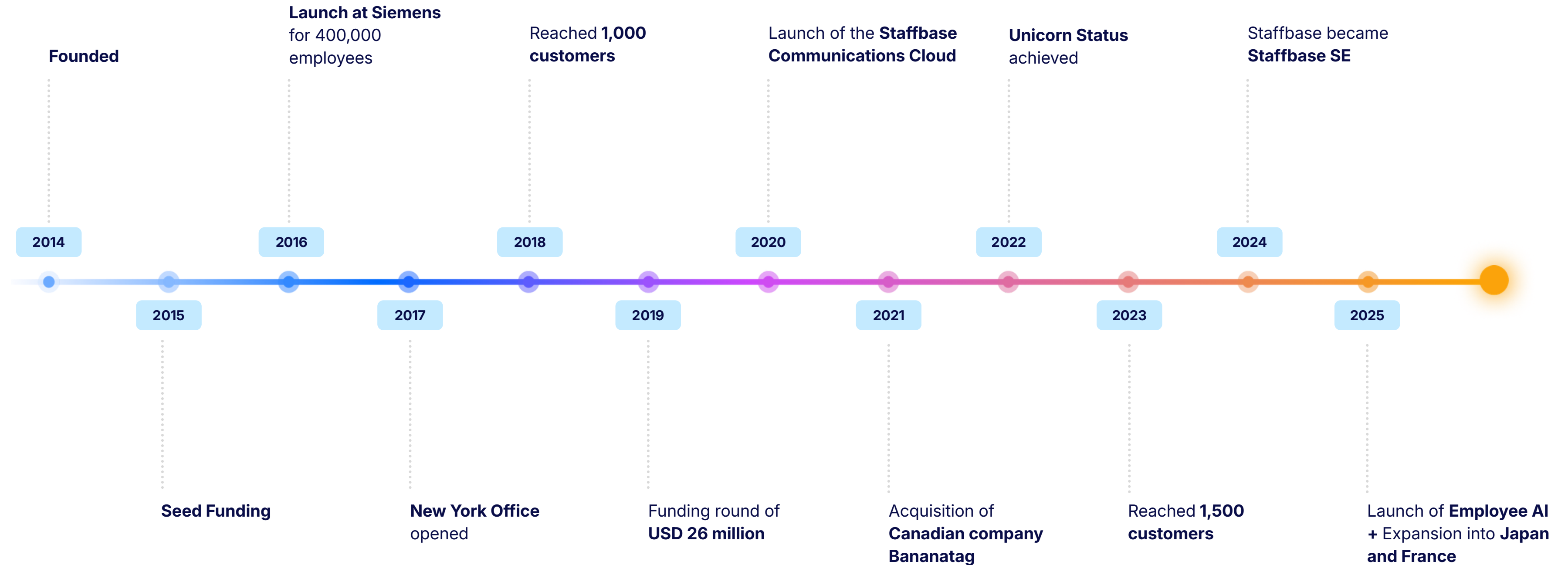
After seven successful funding rounds, the startup achieved unicorn status with the completion of its Series E financing, reaching a valuation of one billion euros. Six investors are currently on board, including Insight Partners and General Atlantic.

## **10 years after founding: the course is set for growth**

Martin Böhringer, Frank Wolf, and Lutz Gerlach have ambitious plans for the future. “Staffbase is the Salesforce for communication. We see that even after many years, strong growth and valuations in the 100-billion segment are entirely possible,” says Böhringer.



# 11 YEARS OF STAFFBASE



# THE #1 APP THAT COMBINES COMMUNICATIONS WITH DAILY UTILITY

9:41

Vandelay Industries

Good morning, Alex

See what's buzzing

Your first week's episode is here!

AI Vandelay Podcast

2:34 -0:40

Faster, safer,...

Greetings from o...

Ask me...

Incidents Absence Payslips Canteen

AI Assistant

There's a spill near loading dock C

Thanks for reporting that, Alex!

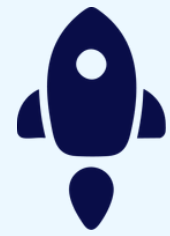
Here's what to do next:

- Keep the area clear
- Put up the temporary caution signs from the safety kit
- Notify your supervisor

Do you want me to create an incident ticket in ServiceNow?

Ask me anything ...

# STAFFBASE IN NUMBERS



2014

Founded



Revenue

> exceeding  
\$100 million

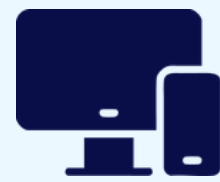


> more than 1.500 satisfied customers

including Google, Meta, Deutsche Post DHL, Audi,  
T-Systems, Viessmann, Adidas, Paulaner, MAN Truck & Bus SE



> over 600 employees  
worldwide



> more than 16 million  
users worldwide



Total funding of  
€300 million



Customers in  
~ 50 countries

# AWARDS & RECOGNITION



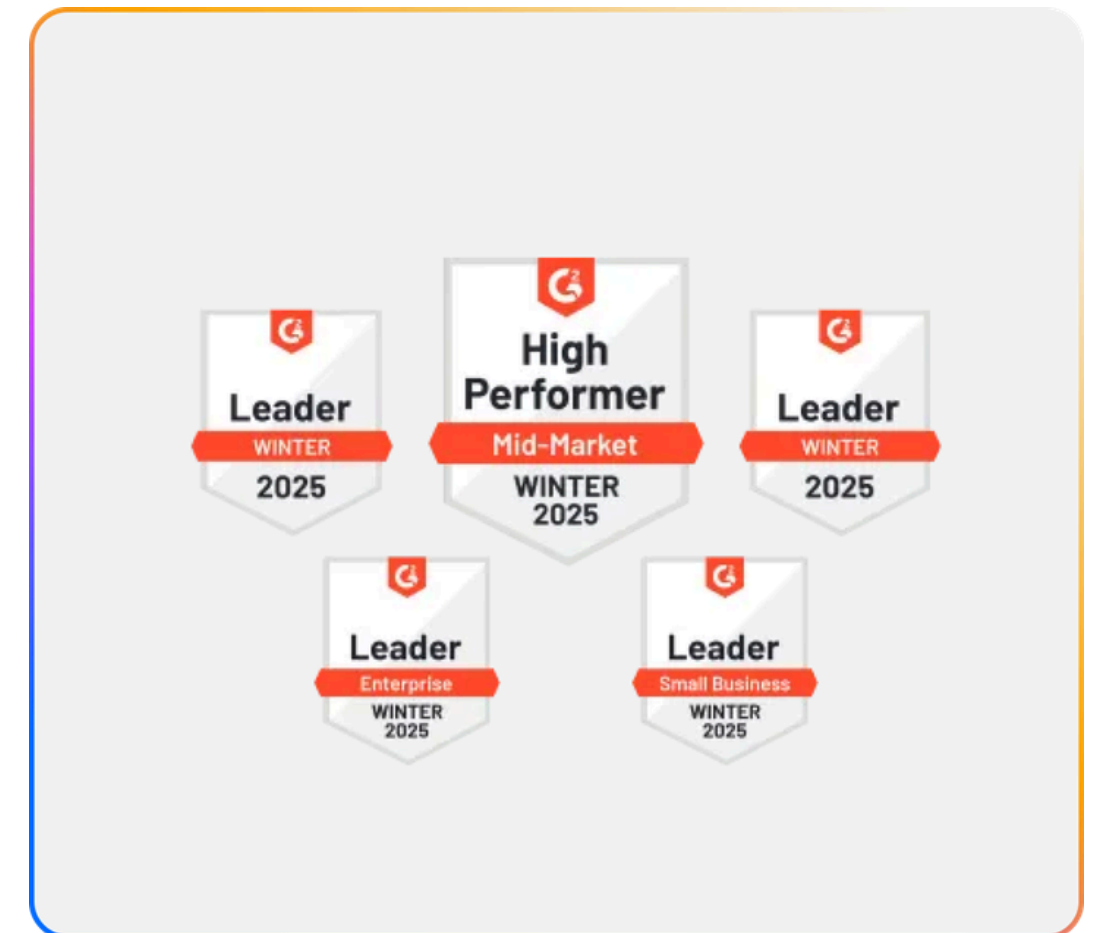
## Leader in the Gartner® Magic Quadrant™ 2025

for Intranet Packaged Solutions (for the third consecutive year)



## Unicorn Status achieved 2022

(€1B+ valuation)



## Consistently rated the #1 leading solution

The Staffbase platform is a leader across markets and categories on G2.

# FOUNDING TEAM



**DR. MARTIN BÖHRINGER**

Chief Executive Officer



**DR. LUTZ GERLACH**

Programme Executive



**FRANK WOLF**

Chief Strategy Officer

# MANAGEMENT TEAM



**BIJAL PATEL**

Chief Financial Officer



**NICOLA HILLS**

Vice President Engineering



**DR. JULIANE KIESENBAUER**

General Manager Europe



**DAVID MAFFEI**

General Manager Global Markets

# RESOURCES

**STAFFBASE NEWSROOM/PRESS**

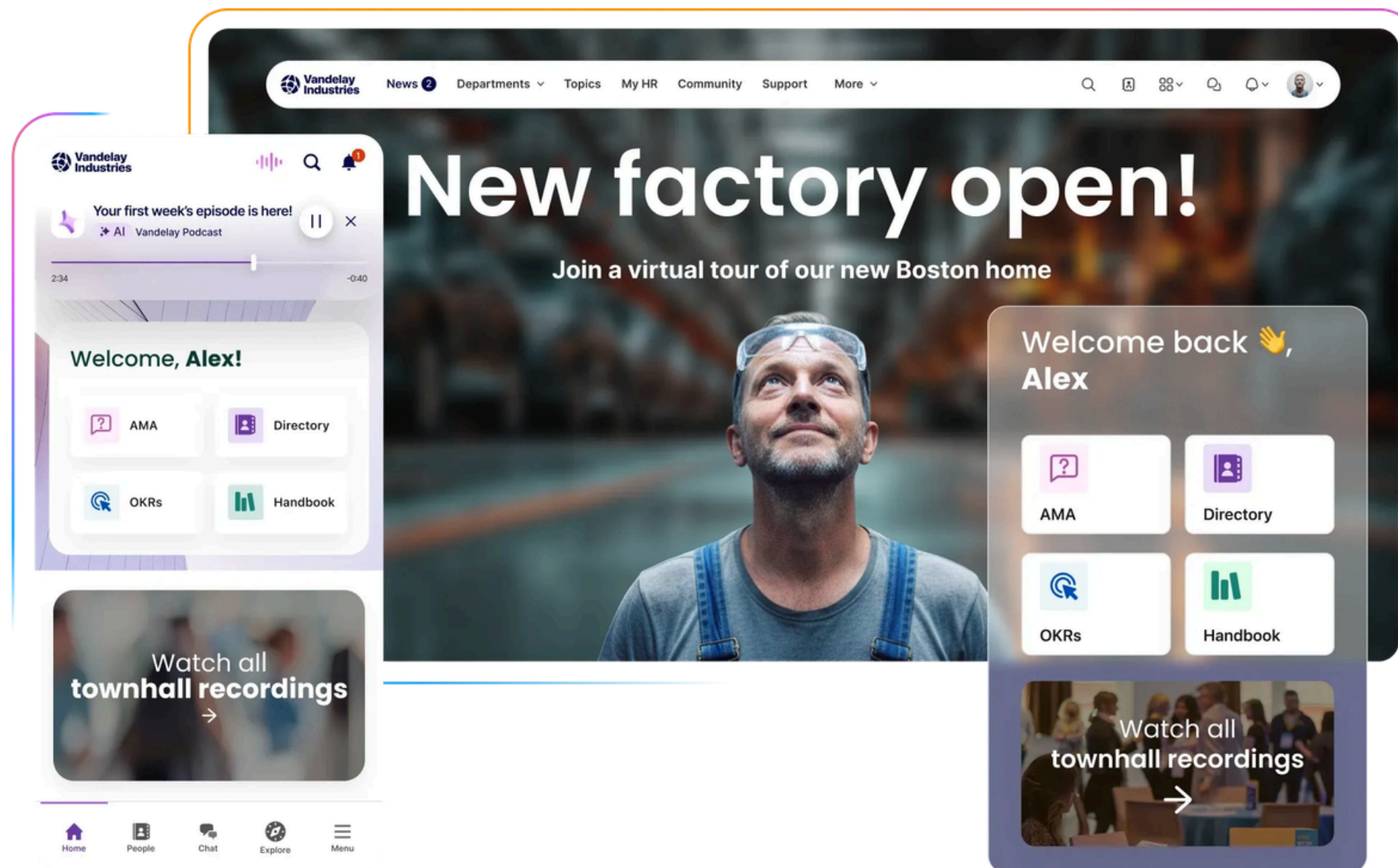
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