



THANK YOU!

for wanting to write about or demo VENZA®.
Your help is appreciated! We have some assets
in this document that you may find useful.



PRESS KIT

LOGO



STYLE GUIDE

See the VENZA® Style Guide



ABOUT VENZA – Company Description & Talking Points

Uber-short Message

Establishing data security and compliance is a journey. We're the guide.

Single Sentence Message

VENZA's holistic approach to security offers 360-degree visibility for proactive management of risks to help defend your organization against threats, ensuring that guests and their data stay safe.

Short Message (55-85 words)

Drawing on decades of experience, VENZA can help you mitigate your data security vulnerabilities and ensure compliance, keeping your guests and their data safe from breaches. By delivering a security solution for readiness, reassurance and response, VENZA offers 360-degree visibility for proactive management of risks—so you can focus on guest service and building trust in your brand. Better visibility means better defense. Know your risks, protect your enterprise with VENZA.

Medium Message (120-150 words)

Drawing on decades of experience, VENZA can help you mitigate your data security vulnerabilities and ensure compliance, keeping your guests and their data safe from breaches. By delivering a security solution for readiness, reassurance and response, VENZA offers 360-degree visibility for proactive management of risks—so you can focus on guest service and building trust in your brand.

Employees are the first line of defense and VENZA arms them with prevention, protection and intelligence tools to help them become your strongest asset in fighting security and data fraud.

Better visibility means better defense. Know your risks, protect your enterprise with VENZA.

VENZA® BACKGROUND

You know what they say—"When one door closes, another one opens." That's exactly what happened to our co-founders, Jeff Venza and Daniel Johnson. The pair met while working at another company and found themselves in the middle of a tumultuous corporate reorganization. So, they branched out on their own. Their passion for technology-based solutions and great customer service gave them the boost needed to open the doors of the Venza Group in 2008. Since then, the company has continued to expand, with headquarters in a company-owned building in Roswell, GA, and an European office in The Hague, Netherlands. In 2012, the Venza Group introduced an off-the-shelf series of compliance and workforce effectiveness programs. The programs were especially crafted for hoteliers around the world to mitigate risk. In 2016, the company rebranded as VENZA and launched a new logo, tagline, and website.

CORPORATE NAME: VENZA®

TAGLINE:

▲ Better Visibility. Better Defense.

3 main product segments that make up the VENZA security offering ecosystem:

- ▲ Matterhorn
- ▲ Denali
- ▲ Everest



CONTACT



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About VENZA (Press Boilerplate)

Drawing on decades of experience, VENZA can help organizations mitigate their data security vulnerabilities and ensure compliance, keeping guests and their data safe from breaches. By delivering a security solution for readiness, reassurance and response, VENZA offers 360-degree visibility for proactive management of risks—so users can focus on guest service and building trust in their brand. Better visibility means better defense. Know the risks, protect the enterprise with VENZA.

More than 10,000 organizations in 100+ countries look to VENZA for tools, technology, and strategic security support. Founded in 2008, VENZA is a privately held company, headquartered in Roswell, GA. For more information, please call 770.685.6500 or visit VENZAGroup.com.



FOUNDER BIOS

Jeff Venza

President & CEO

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Unafraid to think outside the box, visionary entrepreneur Jeff Venza has been a disruptive force in the hospitality technology industry since 2008 when he founded VENZA. Fueled by his passion for innovation, Jeff is an architect of change who has guided VENZA's upward trajectory from the ground up to a multi-million dollar brand. Today, more than 10,000 organizations in more than 100 countries trust VENZA to help them predict, protect, detect and respond to security and privacy threats. As an evangelist for what's possible, Jeff is involved in crafting the company culture, developing new solutions and shaping future growth opportunities.

Prior to launching his own company, Jeff was Vice President of Training Services for AMERICAN SYSTEMS where he led the Enterprise Commercial Group (ECG). Over the years, he has been a driving force behind Fortune 500 corporations like The Coca-Cola Company and AirTran Airways, where he served in various key management positions.

Jeff has been involved in philanthropy most of his life and has served on the boards for the Association for Talent Development (ATD), Technology Associates of Georgia (TAG) and Supporting Adoption & Foster Families Together (SAFFT), a community-based organization of caregivers that supports the needs of Georgia's foster and adoptive children. He is currently an active member of the HITEC Executive Vendor Advisory Council to provide input and advice into education, trends and topics that affect the industry and HITEC events.





Daniel Johnson

Partner/Co-Founder

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Daniel Johnson, VENZA Partner/Co-Founder, brings innovative solutions to global organizations. He harnesses his creative spirit and international sensibilities to formulate and operationalize industry-wide best practices.

In addition to his 20+ years of expertise in organizational change, Daniel has served as a development director for non-profit organizations such as Estancia Jatoba (reforestation efforts in Sao Paulo, Brazil) and he founded Music for Charities (fundraising via the promotion of the arts).

Daniel's function revolves around developing, communicating, executing, and sustaining VENZA's strategic initiatives. His aim is to transform fluid considerations into crystallized forms.



FAST FACTS:

- ▲ Founded in 2008 by Jeff Venza and Daniel Johnson
- ▲ VENZA follows:
 - PCI DSS
 - ISO 27001
 - GDPR
- ▲ 100% of VENZA employees have worked on hospitality and retail projects.
- ▲ VENZA works with Hospitality Financial and Technology Professionals (HFTP) on the development of hospitality-specific programs that provide guidance for GDPR compliance.
- ▲ A PCI Council Participating Organization, VENZA conducts SAQ Preparation, Vulnerability Scans, and Penetration Testing.
- ▲ More than 10,000 organizations in 100+ countries look to VENZA for tools, technology, and strategic security support.
- ▲ In 2016, VENZA launched a gamification platform for increased learning retention.
- ▲ St. Bernards are famous because they are very big (up to 260 lbs) and they save lives. Known for daring rescues in difficult conditions, these gentle giants deliver guidance and assistance to weary travelers. For this reason, the VENZA mascot is a St. Bernard. His name is Rocky_VENZA and he has his own Facebook page.
- ▲ We partnered with Hotel Technology Next Generation (HTNG) in 2015 to offer the gold standard of information security awareness programs for HTNG members.
- ▲ In 2017, VENZA established an EU subsidiary, Venza Group B.V., with its office in The Hague, Netherlands.



PRESS RELEASES:

For the latest press releases from VENZA.

