

## Press Release

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For immediate release

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# Stephenson Mansell Group forms new digital learning partnership

Sydney, NSW, February, 2019

To help further consolidate its place as a global pace-setter in executive coaching, mentoring and leadership development, the Australian-based Stephenson Mansell Group (SMG) has announced a new equity partnership with the leading digital learning firm, Gnowbe.

Singapore and San Francisco-based Gnowbe has developed a world-leading mobile micro-learning platform based on the science of adult learning—and is experiencing rapid growth, with clients in 25 countries. The company is recognised as one of the world’s best “mobile-first” learning platforms within both international business and academic circles.

The new partnership follows Stephenson Mansell Group’s recent equity partnership with CoachLogix, a San Diego-based technology company that is currently disrupting traditional approaches to coaching through its ground-breaking coaching platform.

Stephenson Mansell’s founding partner, Virginia Mansell highlighted the significance of the new partnership with Gnowbe: “We know that taking an incremental approach to digital disruption doesn’t work. To be truly future-focused requires partnering with mature start-ups who are already global leaders in their respective fields. That’s why our partnership with Gnowbe is so important for us – we’re committed to providing the best technologies for optimal learning for our clients as already demonstrated by our partnership with CoachLogix.”

Gnowbe has successfully tapped into the growing demand from clients for digital learning solutions that complement, supplement or replace traditional “classroom” learning. Extensive research shows that the demand is fuelled by a combination of emerging organisational needs with an ever-changing diverse workforce. They include minimising peoples’ time away from their work; allowing members of dispersed, remote teams to participate in learning on an equal footing with centrally-based colleagues and providing on-going embedding of learning in innovative ways.

As a measure of Gnowbe's status as a world-leader, last month, the software giant, SAP iO named Gnowbe as one of only seven HR technologies – selected from a hundred applicants from around the world – to have a place on its 'accelerator' program.

Gnowbe's CEO, So-Young Kang says that Stephenson Mansell Group's expertise and IP will help drive their growth ambitions, "Digital enablement allows people to learn content anytime and anywhere—but it has to be the right content. Stephenson Mansell Group's twenty years of expertise in this area will help us broaden and deepen our content offer."

In addition, Ms Kang believes the partnership with SMG will also enhance and deepen the leadership offering in "Gnowbe Learn", the world's first and largest content library for mobile-first micro-learning.

**Virginia Mansell** is the founding Partner of Stephenson Mansell Group (SMG)

(<https://www.smgrp.com.au/>), one of the most established executive coaching and leadership development companies in Australia. SMG and its Asian sister company based in Singapore, the Centre for Integral Leadership Asia ([www.cilasia.co](http://www.cilasia.co)), offers clients state-of-the-art programs and solutions to meet specific leadership and organisational development needs across the region.

Learn more about Gnowbe's world leading approach to mobile-first micro learning here:

<https://www.gnowbe.com/approach/>

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