

Cowbell Overview

The Sound Approach to Risk

Who We Are

Cowbell is the insurance partner built to make digital protection simple, clear, and effective. In a world where risks evolve faster than most businesses can keep up, we provide the clarity and quiet confidence brokers and their clients need to move forward with strength.

We combine deep cyber expertise, advanced risk intelligence, and a people-first approach to deliver insurance that protects more than just systems; it protects reputations, operations, and peace of mind.

Our Mission

To make digital risks manageable, helping businesses understand, prevent, and recover with confidence.

Connect with us

- LinkedIn: @CowbellAustralia
- X: @Cowbellcyber
- YouTube: @Cowbellcyber

Why Cowbell

Clarity that cuts through complexity: our coverage is designed around what really happens in a cyber incident, explained in straightforward terms that brokers can share with clients.

Focus where it matters most: from quoting to claims, we move at the speed of risk so businesses can stay focused on growth, not cyber threats.

Confidence when it counts: with real-time risk intelligence, built-in guidance, and a dedicated in-house claims team, policyholders know their protection is designed to evolve as threats do.



Cowbell Prime One™

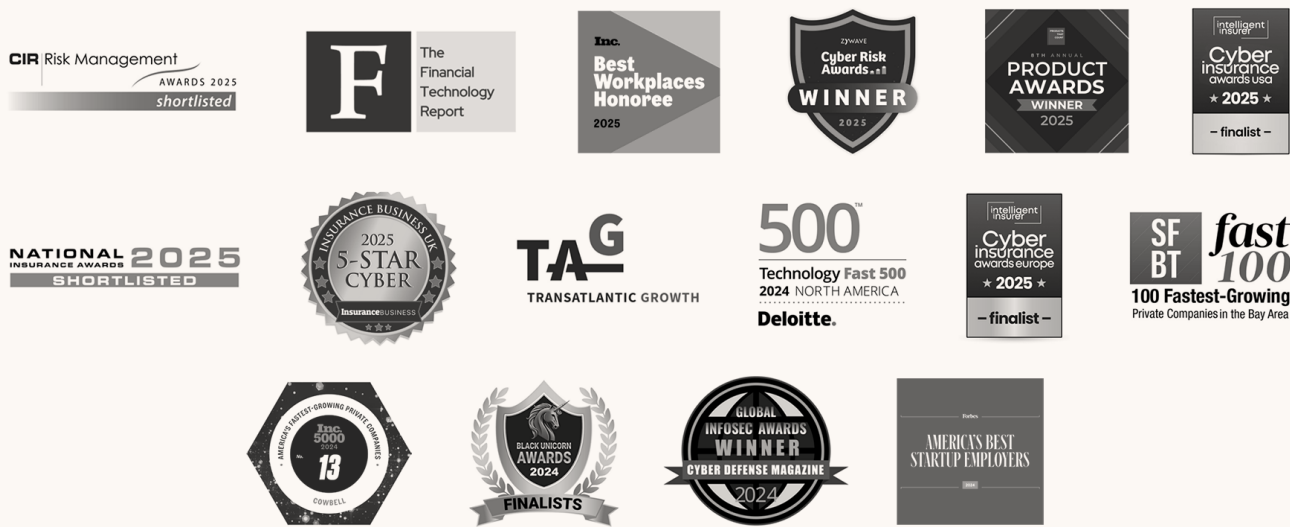
Cowbell Prime One is our standalone cyber insurance programme built specifically for small and medium-sized enterprises (SMEs) and mid-market businesses with up to £1bn in annual turnover.

Prime One makes cyber insurance straightforward. For brokers, it simplifies and accelerates the quote and bind process. For policyholders, it streamlines applications while providing built-in risk management resources with every policy. The result is protection that delivers clarity, focus, and confidence from day one.

The Cowbell Advantage

- Dedicated claims experts:** Responding quickly, when support matters most
- Fast, simple quoting:** Bind coverage in minutes
- Customised policies:** Designed around each business's unique risk profile
- Actionable risk insights:** Clear recommendations to improve security posture
- Backed by top reinsurers:** Ensuring financial strength and long-term reliability
- Resiliency support:** Cowbell Resiliency Services (CRS) provides practical tools and expert guidance to help businesses strengthen defences and recover faster

Recognized for Insurance Innovation and Featured as Cyber Insurance Disruptor



Meet Our Founders

Cowbell has been recognised across the industry as a leading innovator in cyber insurance. Our team brings together decades of experience in cybersecurity, insurance, and technology to deliver protection that keeps pace with today's risks and tomorrow's.



Jack Kudale, Founder & Chief Executive Officer

Jack is a seasoned executive with 30+ years of experience building and scaling technology businesses. He previously led three venture-backed Silicon Valley startups in cybersecurity and data analytics and held an executive role at a Fortune 500 software company. He is also an Ernst & Young Entrepreneur of the Year honouree.



Rajeev Gupta, Co-founder & CPO

Rajeev leads product vision and innovation in AI-powered digital insurance. He brings deep expertise in building secure, intelligent enterprise platforms that modernise underwriting, deliver real-time risk insights, and enable adaptive coverage. Previously, he held executive roles at Zimperium and CA Technologies, driving strategy for advanced security and application delivery.



Trent Cooksley, Co-founder & COO

Trent is an insurance veteran and 3-time startup co-founder. He built some of the first pay-as-you-go insurance technology solutions and has worked with many of the most innovative insurtechs and carriers. Prior to Cowbell, he was Head of Open Innovation for Markel Corporation and Managing Director of Markel Digital.

Meet Our Australian Team

The Australian team brings decades of experience in the insurance industry and a deep understanding of how our products benefit brokers and policyholders nationwide.



Gerry Power, General Manager

Gerry Power brings more than 35 years of deep expertise across underwriting, strategic distribution, and insurance governance to the team. Throughout his distinguished career, he has held various senior leadership positions at prominent organisations, including Emergence Insurance, CGU/IAG, AMP, and Dexta Corporation/Stardex Insurance Group. A specialist in the digital landscape, Gerry has been at the forefront of advancing cyber and professional risk capabilities. He has been instrumental in the design and leadership of sophisticated automated underwriting platforms, driving innovation and operational excellence within the specialty insurance market.



Anthony Wall, Head of Underwriting

With extensive technical experience across both the U.S. and Australian markets, Anthony brings a global perspective to local digital risks, helping businesses understand, prevent, and recover with confidence. Anthony's deep underwriting expertise spans Cyber, Information and Technology, Media, Professional Indemnity, Directors' & Officers' (D&O), and Financial Institutions classes. Known for his forward-thinking and client-centric approach, he simplifies complex, emerging risks to ensure that protection creates confidence, not complexity.



Claud Bilbao, VP, Underwriting & Distribution UK & Australia

Claud leads underwriting operations for UK businesses, and he is an expert in distributing Cowbell's insurance products by educating brokers on the importance of building true cyber resiliency. Before Cowbell, he served as a Senior Underwriter at CNA, responsible for running the London Speciality Cyber and Technology portfolios on both their Company and Lloyd's platforms.



Cowbell: The Sound Approach to Risk

Cowbell delivers insurance that cuts through complexity and adapts as risks evolve. With streamlined quoting, expert guidance, and protection designed for the realities of today's threats, we make coverage easier to understand and more reliable when it matters most. Behind it all is the Hum—our constant, quiet vigilance—building stronger businesses, trusted partnerships, and the quiet confidence to keep moving forward.

Contact Us:

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