



Synchronoss Expands Senior Leadership Team

May 1, 2013

Industry Veteran Nick Lazzaro Joins Company as President of North America

BRIDGEWATER, N.J.--(BUSINESS WIRE)--May. 1, 2013-- [Synchronoss Technologies, Inc.](#) (NASDAQ: SNCR), the mobile innovation leader that provides personal cloud solutions and software-based activation for connected devices across the globe, today announced that it has expanded its executive team with the appointment of Nick Lazzaro as President of North America. Mr. Lazzaro will be responsible for generating revenue growth and overseeing the North American operations under Robert Garcia, President and Chief Operating Officer. In his senior leadership role he will also support global strategic initiatives with Stephen Waldis, Founder, Chairman and Chief Executive Officer.

Nick has twenty years of experience in technology and telecommunications, including executive positions at Vonage and Amdocs. He has a strong track record of building businesses through creating collaborative environments to drive sales, systems delivery and efficient operations. During his tenure at Amdocs, Nick served as Unit President, with P&L responsibility for its largest business unit, including management of the AT&T relationship.

"I am excited about the addition of Nick to our already experienced team and feel that his background will provide strategic insight into our product roadmap and goals," said [Stephen Waldis](#), Founder, Chairman, and Chief Executive Officer, Synchronoss.

Nick most recently served as Senior Vice President of Product Development, Information Technology and Managing Director Mobile Services at Vonage. In this position, Nick was responsible for the company's technology organization including research and development, and information technology as well as building its emerging software and cloud based mobile business unit.

"Nick's background and industry expertise make him a natural fit for the Synchronoss team and vision of the company," said Robert Garcia, President and Chief Operating Officer, Synchronoss. "We look forward to Nick helping us scale our North American operations and support broader corporate initiatives."

About Synchronoss Technologies, Inc.

Synchronoss Technologies (NASDAQ: SNCR) is the mobile innovation leader that provides personal cloud solutions and software-based activation for connected devices across the globe. The company's proven and scalable technology solutions allow customers to connect, synchronize and activate connected devices and services that empower enterprises and consumers to live in a connected world. For more information visit us at:

Web: www.synchronoss.com

Blog: <http://blog.synchronoss.com>

Twitter: <http://twitter.com/synchronoss>

Synchronoss and the Synchronoss logo are trademarks of Synchronoss Technologies, Inc. All other trademarks are property of their respective owners.

Source: Synchronoss Technologies, Inc.

Synchronoss Technologies, Inc.

Investor:

Brian Denyeau, 646-277-1251

investor@synchronoss.com

or

Media:

Stacie Hiras, 908-547-1260

stacie.hiras@synchronoss.com