

Synchronoss Appoints Former British Telecom and Lucent Technologies Executive to Lead International Business

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Chris Halbard Joins Synchronoss' Executive Team to Drive International Growth

BRIDGEWATER, N.J. & LONDON--(BUSINESS WIRE)--Mar. 17, 2014-- [Synchronoss Technologies, Inc.](#) (NASDAQ:SNCR), the mobile innovation leader that provides cloud solutions and software-based activation for connected devices across the globe, today announced the appointment of Mr. Chris Halbard as EVP and President, International, Synchronoss. In this role, Chris will lead the direction and execution of the company's international business development initiatives and operations. Specifically, he will be responsible for driving global growth and international sales initiatives.

Prior to joining Synchronoss, Chris was the Chief Operating Officer and Chief Financial Officer for British Telecom Global Services (BTGS) where he oversaw the global operations and finances for the division, and was a Senior Advisor to the Telecoms, Media & Technology practice of The Boston Consulting Group.

"Our international business is growing rapidly, especially with the recent addition of Vodafone, Telefonica and Telstra to our customer roster," said Bob Garcia, President and Chief Operating Officer, Synchronoss. "Chris is a welcome addition to our executive management team and we are looking forward to working with him to identify international market opportunities and expand our global footprint."

Chris has worked as a Senior Advisor to The Boston Consulting Group for the last three years advising the global partnership on transformational change and growth for clients within the technology, media and telecommunications industries. Prior to The Boston Consulting Group, Chris was a senior executive at British Telecom, where as the COO and CFO of the Global Services division he spearheaded the transformation agenda which successfully migrated the company to a balanced cash-generating and market-share based strategy. Prior to British Telecom, Chris held a number of senior positions at Lucent Technologies, AT&T and Arthur Andersen & Co.

"I am thrilled to join Synchronoss at such a pivotal time in its international expansion," said Chris Halbard, EVP and President, International, Synchronoss. "I am looking forward to working with an extremely talented team to create a sustainable and significant presence on the international stage."

Chris is a qualified Chartered Accountant, and received his BA HONS in Economics and Business Studies from The University of Sheffield.

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: www.synchronoss.com.

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