

Key Executives from Leading Global Telecom and Financial Services Companies Join Board of Advisors for Synchronoss' Enterprise Business Unit

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BRIDGEWATER, N.J.--(BUSINESS WIRE)--Jan. 19, 2016-- Synchronoss Technologies, Inc. (NASDAQ:SNCR), the leading innovator of cloud solutions and software-based activation for mobile carriers, enterprises, retailers and OEMs worldwide, today announced the formation of the Enterprise Business Unit (EBU) Board of Advisors. Comprised of leading global carriers and some of the world's largest enterprises in the financial services and information technology industries, the Board of Advisors will offer insight into the growing enterprise market demand for digital solutions and assist in the development of innovative business opportunities for the EBU.

Specifically, the Board of Advisors will provide a broader understanding of the enterprise digital marketplace and insight into industry specific requirements, solutions (Enterprise Mobility Management, Identity Access Management and Supporting Services) and adoption strategies, as well as assist in ongoing business development endeavors. In addition, the Board of Advisors will guide the overall business unit's roadmap for both platform and consultative solutions by participating on the advisory board.

"We are committed to ensuring the most productive and secure digital experience," said Dave Schuette, Executive Vice President and President of the Enterprise Business Unit. "The Board of Advisors will not only help us keep a finger on the pulse of the rapidly growing mobile enterprise marketplace, but also drive incremental value to the shareholders of Synchronoss through our expansion into enterprise mobility services."

The Board of Advisors is comprised of current and former representatives from Synchronoss, Goldman Sachs, Verizon, Vodafone and Morgan Stanley.

Members include:

- Lance Braunstein - Managing Director, Technology; Goldman Sachs
 - Lance Braunstein is global head of Client Platforms and Investment Banking Technology. He is chair of the Global Technology Career Development Committee, a member of the Technology Executive Leadership Group and a member of the Technology Division Risk Operating Committee. Lance joined Goldman Sachs as a managing director in 2008.
 - Prior to joining the firm, Lance was a managing director at Morgan Stanley, where he was responsible for infrastructure and development organizations in Wealth Management. He has also been a technical advisor to several companies, including Cisco, Collation, Actona and Intruvert.
 - Lance serves as an advisory member of Grand Central Tech and is a member of the Board of Directors of the Bushwick Starr theater. He previously served on the Board of Directors of The Bridge and Earth Day Network. Lance earned a BA in Mathematics from the University of Rochester, an MS in Physics from Colorado State University and an MBA from the Wharton School of the University of Pennsylvania.
- Jan Geldmacher - CEO at Vodafone Global Enterprise Ltd.
 - Jan Geldmacher leads Vodafone Global Enterprise, a business unit accountable for the end to end management of Vodafone's largest corporate customers worldwide - defining the strategy and operational execution for Vodafone's relationship with multinational corporate customers. Prior to this, Jan was Director of the Enterprise Business Unit at Vodafone D2 GmbH. He is a member of the Vodafone Germany Executive Committee. From 2005 to 2008, Jan was Chief Executive Officer at British Telecom BT (Germany) in Munich. Before moving to BT, Jan was a member of the management/executive board at T-Systems International between 2001 and 2004. Previous to that he was Head of International Networks & Joint Ventures (NI3) at Deutsche Telekom AG in Bonn. Between 1999 and 2000 Jan held the position of Vice President Network Operations & International Support Telecommunications Services (TCS) at Debis Systemhaus.
- Kyle Malady – SVP and Chief Network Officer, Verizon Wireline.
 - Kyle Malady oversees one of the world's largest and most advanced facilities-based networks. He is responsible for the planning, design and operation of Verizon's global voice, data and IP networks which now span more than 2,600 cities in 150 countries on six continents. Malady also leads the engineering and operation of Verizon's domestic, state-of-the-art, fiber-to-the-premises (FTTP) network – the power behind Verizon's industry-leading FiOS data and Video services. Previously, Malady was Vice President-New Product Development at Verizon Wireless, where he had responsibility for developing core technology that enabled new products and services. He played a key role in launching platforms such as VCast Music and Video, VZ Navigator, Push to Talk, VZ MobileWeb, the Verizon App Store and other platforms that served as the springboards for the next generation of wireless data services. He also played key roles in the development and commercialization of other network based platforms such as LTE and device operating systems such as Android. Malady began his career in 1989 with NYNEX Mobile Communications and has held a variety of positions in operations, planning, technology, engineering and finance. Malady previously served on the board of Nitronex Corporation, which developed ground breaking technology and products for RF power devices. He has been and continues to be a member on the FCC CSRIC. He is also involved with charitable causes including Caelen's Fund and Heart Care International. These charities raise money

and provide free cardiac surgeries for deserving children in developing countries.

Malady earned his degree in Mechanical Engineering from the University of Bridgeport in CT and a Masters of Business Administration in Finance from New York University.

- Dan Petrozzo – Co-Founder, Verilume and former CIO, Fidelity Investments
 - Dan is a co-founder focused on driving a superior experience for Verilume customers. Previously, Dan was a Partner and the Global Head of Technology for Investment Management at Goldman Sachs. Prior to joining Goldman Sachs, Dan held the position of Chief Information Officer with Fidelity Investments, where he was responsible for all aspects of Fidelity's technology portfolio including the award winning Fidelity.com website. Before joining Fidelity, Dan was the CIO of the Wealth Management business at Morgan Stanley for a number of years, and moved on to become their Co-Chief Information Officer.
Dan was also Global Head of Equity Prime Services Technology for Deutsche Bank AG. Earlier, Dan was President and Board Member of venture-backed StorageApps, the breakthrough company in storage virtualization which was sold to Hewlett Packard. Previously, he also served as a Board Member of Sendmail, which was sold to Proofpoint (PFPT). Dan currently serves as Chairman of NPower, a New York based non-profit focusing on mobilizing the tech community and providing individuals, nonprofits and schools the access and opportunity to build their tech skills and achieve their potential.
- Dave Schuette – EVP and President, Synchronoss Enterprise Business Unit
 - Dave leads the direction and execution of the Synchronoss Enterprise Business Unit's vision, business development initiatives and operations. He is responsible for driving incremental growth across industries including financial services, healthcare and life sciences, helping enterprises understand how to avoid the obstacles of operational rigor so they can be nimble and flexible and innovate at market speed. Dave is an expert on information management and the manner in which the development of technology frameworks enable industries and organizations to solve the unique challenges of their specific industries and companies. Some examples include helping companies to understand weaknesses in their specific technologies, as well as comprehending tactics that can compromise their security. Dave has also helped client organizations understand the value proposition derived from building "centric" relationships with their employees, partners, and customers. For more than 20 years, he has provided strategic direction and thought leadership to Fortune 1000 companies on the way in which enterprises can cut through the complexity of the regulatory environment, their marketplace and their businesses, enabling them to operate in a frictionless environment, go-to-market faster and innovate and grow.
Prior to joining Synchronoss, Dave was a managing partner at KnowledgeGroup, and held senior leadership roles at EMC and BusinessEdge Solutions. Dave holds a Bachelor of Science degree in Communications from Miami University, Oxford, Ohio.
- Andrew Smith; Managing Director, Technology; Goldman Sachs
 - Andrew is global head of the Mobile group within Client Platforms. Previously, he was responsible for mobile strategy and development in Workplace Technology Management. Prior to joining the Technology Division, Andrew managed the Ocean Desktop Strategy and several Equities core engineering groups within the Securities Division and served as co-chair of the Equities Chief Technology Officer Council. Before that, he worked on Sales technology initiatives in the Fixed Income, Currency and Commodities Core Strategist Group. Prior to that, Andrew was the technical architect behind WebET, an internet trading framework, from 1996 to 2002. For his work on WebET, he was awarded the Michael P. Mortara Award for Innovation in 2001. Earlier in his career, he managed the Non-Dollar Repo/Funding systems team in London from 1992 to 1996. Andrew joined Goldman Sachs in 1992 as an analyst/developer. He was named technical fellow in 2005 and managing director in 2007.
Prior to joining the firm, Andrew worked in technology at Barclays de Zoete Wedd and Continental Bank and at engineering firms in London.
- Steve Waldis – Founder, Chairman & CEO, Synchronoss
 - With over 20 years' experience, Steve has served in startup and senior executive management positions in both high technology and telecommunication companies. Steve started his career at AT&T in various technical, product management and sales and marketing positions before moving to executive-level roles at technology start-ups. Founded in 2000, Synchronoss has grown from a young New Jersey start-up into one of the most successful technology IPOs of 2007. Today, Synchronoss is the industry leader in Software as a Service in transaction management for a broad range of activation solutions and connected devices, serving the industry leaders around the world.
Over the years, Synchronoss has garnered many awards for its innovative technology platforms and unique business model. These awards include Software 500's Top 10 Companies, Stratecast/Frost & Sullivan's Top 10 Global Companies to Watch in 2009, Deloitte Technology Fast 50, Inc. Magazine's 500 Fastest Growing Companies, NJBiz Fast 50 Companies, IPO Home's top ranked Software IPO of 2007, and various others. Mr. Waldis' success has not gone unnoticed, winning the prestigious Ernst and Young Entrepreneur of the Year award

an unprecedented three times. Steve received a degree in corporate communications from Seton Hall University and is a founding inductee into the Seton Hall University Hall of Fame for Business Entrepreneurial Studies. Steve sits on the Board of Trustees of Seton Hall University as well as the Board of Directors of The New Jersey Technology Council, and two privately held companies, BillTrust and ClickFox.

"Understanding the complexities involved in enterprise mobility, we are pleased to be part of the Synchronoss Enterprise Board of Advisors," said Dan Petrozzo, Co-Founder, Verilume and former CIO, Morgan Stanley. "Working together, we will help bring innovative solutions that address digital challenges for the enterprise."

[Announced](#) in October 2015, the Enterprise Business Unit offers advanced mobility solutions to enterprise clients as part of a tech venture with Goldman Sachs that leverages the enterprise mobility IP developed by Goldman Sachs. Initially, the EBU will offer Synchronoss' new Secure Mobility Suite™, which integrates the company's core mobile content management solution, Synchronoss WorkSpace™, along with new personal information management and mobile data protection capabilities brought to the company through its venture with Goldman Sachs.

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, scalable and patented 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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