

Synchronoss Appoints Senior Investment Analyst to Head Global Investor Relations

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Former FBR Capital Markets executive Daniel H. Ives to strengthen relations with key investors and lead education program on strategic initiatives

BRIDGEWATER, N.J.--(BUSINESS WIRE)--Feb. 16, 2016-- [Synchronoss Technologies, Inc.](#) (NASDAQ:SNCR), the leader in mobile cloud innovation and software-based activation for mobile carriers, enterprises, retailers and OEMs around the world, today announced the appointment of Mr. Daniel H. Ives as Senior Vice President of Finance and Corporate Development. In this role, Daniel will lead global investor relations for Synchronoss, and will be responsible for financial planning and analysis initiatives as well as corporate forecasting, budgeting, internal compliance, security and facilities.

"I am very pleased to have Daniel join the senior management team at Synchronoss," said Stephen Waldis, Founder, Chairman and CEO. "Buy side clients and FBR's own institutional sales force consistently ranked Daniel as one of the group's top ranked analysts for his strong industry knowledge, access to senior management and overall stock-picking performance. With Daniel's appointment, Synchronoss has gained an experienced and well-respected industry and markets expert who is focused on ensuring our shareholders and the wider market are fully informed about our company's progress, its successes, and its strategic direction."

Daniel joins Synchronoss at a very significant time for the company. Synchronoss continues to introduce new and innovative products and services to market that bring to life the Synchronoss vision of an "integrated life" for end-users. Its proven, market-leading solutions, including Synchronoss Personal Cloud™ and Synchronoss Back Up & Transfer™, continue to be deployed by a growing number of global wireless carriers, including recent wins in Europe and Asia. These solutions provide carriers with the means to drive better customer adoption, engagement and retention.

In addition, the recent launch of the Synchronoss Enterprise Business Unit, in conjunction with Goldman Sachs and Verizon, opens up the lucrative enterprise IT services market as an important opportunity for ongoing growth.

Daniel joins Synchronoss after 16 years with investment bank FBR Capital Markets, one of the longest-tenured technology analysts on Wall Street, where he was Managing Director and Senior Analyst for the Technology, Media and Telecoms equity research group, with a focus on enterprise software. Daniel was commonly cited by major news outlets for his expertise. In this role, Daniel tracked more than 20 enterprise software and technology stocks – including Apple, CA, Microsoft, Nuance, Oracle, Palo Alto, and SAP among others. He was also responsible for communicating company-specific and broader technology data points on sectors including cyber security, big data, cloud and the wider software and hardware landscape to portfolio managers and sector analysts.

Daniel holds a BS in Finance from Penn State University and an MBA from the University of Maryland.

About Synchronoss Technologies, Inc.

Synchronoss (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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