

FOR IMMEDIATE RELEASE

Syniverse Appoints Jeff Bak Vice President of Product Management for Cloud Messaging Services

TAMPA, Fla. – Dec. 12, 2019 – [Syniverse](#), the world's most connected company, announced today it has appointed industry veteran Jeff Bak as Vice President of Product Management for its cloud messaging services.

Bak has a proven track record managing global product management and business development organizations that incubate and grow advanced voice, data, internet protocol (IP) and mobility services for global enterprises and mobile operators. He will manage a diverse portfolio composed of Syniverse's industry-leading omnichannel Communications Platform as a Service (CPaaS) solution, secure private messaging, and mobile operator hubbing services for consumer messaging.

Bak's team will drive Syniverse's evolution to become a market-leading [mobile engagement](#) solution provider enabling global enterprises in their own digital transformation. He will report to Senior Vice President and General Manager, Global Product, John Wick and be based at Syniverse's global headquarters here.

Prior to Syniverse, Bak served as Vice President of Product Management and Business Development at Tata Communications for several technologies, markets, and services, including enterprise mobility, internet of things (IoT) connectivity, session initiation protocol (SIP) trunking, wholesale voice, and application-to-person (A2P) messaging.

Prior to Tata Communications, Bak also held product management leadership positions with AT&T, AT&T Bell Labs, ITXC, Teleglobe and Vesta Technologies. He earned a bachelor's degree in electrical engineering at the State University of New York at Buffalo. He also has an MBA from the Wharton School at the University of Pennsylvania.

[CLICK TO TWEET](#): Syniverse ([@Syniverse](#)), the world's most #connected company, appoints Jeff Bak to serve as vice president of #product management for #cloud #messaging services. #connectivity #syniverse #mostconnected <http://bit.ly/2HalZkv>

Supporting Quotes

- **Jeff Bak, Vice President of Product Management, Cloud Messaging Services, Syniverse**
"I'm extremely excited to join Syniverse at a pivotal point in its evolution. Enterprises need more from their mobile customer engagement partners than static CPaaS offerings. They want turn-key, intelligent, omni-channel engagement solutions. Syniverse is poised to leverage its mobile messaging portfolio, our unparalleled reach and relationships and unique position in the ecosystem to lead this next wave of mobile innovation. I'm looking forward to the transformation we're about to experience in our messaging business."
- **John Wick, Senior Vice President, Global Product, Syniverse**
"Jeff Bak has tremendous industry knowledge, relationships and experience and has worked with both communications services providers and enterprises across many

different technologies. He's a welcome addition to the team, and we're excited about his leadership and innovative vision for our messaging business."

Digital Assets

- [Photo] [Jeff Bak](#)
- [Image] [Syniverse logo](#)

Supporting Resources

- Read about [Syniverse](#).
- Read about [Syniverse Mobile Messaging](#).
- Read and subscribe to the [Syniverse Blog](#).
- Read and subscribe to [Syniverse news releases](#).
- For more information about Syniverse's news and activities, follow the company on [Twitter](#), [LinkedIn](#) and [Facebook](#).

About Syniverse

As the world's most connected company, Syniverse helps mobile operators and businesses manage and secure their mobile and network communications, driving better engagements and business outcomes. For more than 30 years, Syniverse has been the trusted spine of mobile communications by delivering the industry-leading innovations in software and services that now connect more than 7 billion devices globally and process over \$35 billion in mobile transactions each year. Syniverse is headquartered in Tampa, Florida, with global offices in Asia Pacific, Africa, Europe, Latin America and the Middle East.

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