

For Immediate Release

Syniverse Appoints William Hurley as Chief Marketing Officer

Technology and digital-transformation expert joins Syniverse's executive leadership team

TAMPA, Fla. – March 6, 2018 – [Syniverse](#) announced today it has appointed William Hurley as its Chief Marketing Officer to lead the company's product and marketing strategy as Syniverse looks to increase its global growth trajectory in the enterprise, operator and mobile messaging spaces.

Hurley brings to Syniverse a successful track record driving billion-dollar growth for Fortune 500 companies in the roles of Chief Marketing Officer, Chief Information Officer and Chief Technology Officer.

"In this age of digital transformation, companies need networks and platforms with global, reliable and secure connectivity to communicate with their customers and to transmit mission-critical business information," said Dean Douglas, President and CEO, Syniverse. "We're excited to have Bill leading our efforts to deliver secure connectivity and communications solutions to our current customer base and through new channel partners."

Hurley has more than 20 years' experience in leadership roles at companies across hardware technology, cloud, mobility, security and IT sectors. Most recently, he helped drive the transformation of CenturyLink into an enterprise IT-services company that's focused on customer experience. Prior to this, he served as Chief Marketing Officer at Unify where he grew the company's integrated communications solutions and helped its pivot to cloud, channel and IT services. Hurley has also served in executive leadership roles at technology companies Westcon and Marsh, and consulting firm Peppers & Rogers Group Inc.

"I'm excited to join Syniverse as the company delivers the connectivity and messaging platforms necessary for our enterprise and mobile operator customers to pursue new opportunities across IoT, security, 5G and more. I look forward to delivering on our customers' needs with Syniverse's world-class solutions," said Hurley.

Hurley holds a Master of Business Administration in finance from Fordham University and a Bachelor's in computer science from the State University of New York at Albany.

About Syniverse

Syniverse is the leading global transaction processor that connects approximately 1,300 mobile service providers, enterprises, ISPs and OTTs in nearly 200 countries and territories, enabling seamless mobile communications across disparate and rapidly evolving networks, devices and applications. We deliver innovative cloud-based solutions that facilitate superior end-user experiences through always-on services and real-time engagement, reaching more than 7 billion mobile devices globally. We accomplish this by processing billions of transactions every day and settling approximately \$15 billion annually for mobile service providers. For 30 years, Syniverse has been simplifying complexity to deliver the promise of mobility – a simple, interoperable

experience, anytime, anywhere. For more information, visit www.syniverse.com, follow [Syniverse on Twitter](#) or connect with Syniverse on [LinkedIn](#).

###

For more information:

Bobby Eagle

Syniverse Public Relations

+1 813.637.5050

bobby.eagle@syniverse.com