

## Syniverse Names Laura Desmond to Board of Directors

**TAMPA, Fla. – Feb. 9, 2017** – Senior marketing agency executive Laura Desmond has been named to [Syniverse's](#) Board of Directors. In joining the Syniverse Board, Desmond brings extensive experience in the media and advertising industry with a 30-year career that includes serving as CEO of Publicis Groupe's Starcom MediaVest Group.

"Laura will be pivotal in helping further guide the global growth and development of Syniverse across a number of new markets," said [James Attwood](#), Chairman of the Syniverse Board of Directors. "Her unparalleled leadership and experience in helping oversee the marketing and media strategy of some of the world's biggest brands will offer crucial insight for our strategy and decision making."

Well known in the media industry, Desmond became one of the youngest CEOs to lead a global marketing services company when she was named to that role for Starcom MediaVest Group in 2008. In addition to overseeing a staff of over 6,000-plus members in more than 100 offices, she more than doubled the size of the Starcom MediaVest Group network while partnering on the marketing and communication strategies for a number of leading global brands.

"I'm honored and excited to join the Syniverse Board," said Desmond. "Mobile is at the intersection of some of the most important changes taking place in technology and business today, and Syniverse is strategically positioned to play a critical role in advancing the use of mobile on both a corporate level and a consumer level."

### About Syniverse

Syniverse is the leading global transaction processor that connects approximately 1,500 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. For more than 25 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](http://www.syniverse.com), follow [Syniverse on Twitter](#) or connect with [Syniverse on Facebook](#).

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