

**FOR IMMEDIATE RELEASE**

## **Syniverse Expands Indirect Markets with Global Strategic Partnerships Team**

**Gahn Lane, Lorraine Twigg, and Brenda Tan poised to enhance customer relationships with Syniverse channel partners through best-in-class program.**

**TAMPA, Fla. – March 25, 2020 –** [Syniverse](#), the world's most connected company, announced today it has appointed Gahn Lane Vice President of Global Strategic Partnerships, and Lorraine Twigg and Brenda Tan Vice Presidents of Indirect Markets for the Europe, Middle East, Africa (EMEA) and Asia Pacific (APAC) regions, respectively, effective immediately.

Each executive brings extensive senior-level expertise in building customer value by implementing innovative global sales strategies through various channels and alliances, resulting in the growth of Syniverse's robust partner ecosystem and beneficial business outcomes for customers. Collectively, they will be responsible for identifying, managing and maximizing engagement with Syniverse's partners, while interfacing between sales, product management, operations, legal, and finance to ensure the seamless execution of go-to-market and return-on-equity strategies. Each will report to Syniverse Senior Vice President of Indirect Markets and Strategic Partnerships, Bill Corbin.

A 20-year industry veteran, Lane created sustainable revenue pipelines, market share growth and brand exposure for several leading telecommunications and technology companies, including CenturyLink and Westcon. He has been recognized as "Someone You Should Know in The Channel" by CRN Magazine, and has led numerous sales organizations in over achievement with both existing, as well as new, market methodologies. Lane most recently served as an independent consultant focused on supporting the entry into North America of Dutch billing and software developer, Calvi, among other firms in the mobility, security, and cloud go-to-market space. He is based in Dallas, Texas, conducting business for all regions globally.

Twigg joins Syniverse following 10 years at telecommunications networking firm Ciena, where amongst her numerous responsibilities, she spearheaded the development and expansion of the company's EMEA partner business, including managed service providers, systems integrators, value-added resellers and distributors, which resulted in a 30% year-over-year growth rate. Her proven track record of developing strategic sales initiatives across large multi-national corporations and various business verticals recently earned her recognition as a finalist for Business Leader of the Year at the European Women in IT Awards. Twigg sits in the company's London office and oversees the EMEA region.

Based in Singapore leading business in the APAC region, Tan enters the company with nearly 25 years of professional experience from working with agile startups to a blue-chip roster of reputable technology corporations, including HP, IBM, Broadcom and Oracle. A veteran of the strategic partnerships and channels ecosystem, Tan achieved year-over-year hypergrowth as a result of her contributions to both HP's Head Alliances and Channels division, as well as Oracle's Cloud Software business. Tan was a repeat winner in consecutive years within numerous elite sales achievement clubs and was also honored by CNET as one of Asia's "Top Women in IT."

**[CLICK TO TWEET:](#)** Syniverse ([@Syniverse](#)), the world's most #connected company, appoints Gahn Lane Vice President of Global Strategic #Partnerships, and Lorraine Twigg and Brenda Tan Vice Presidents of #Indirect Markets. #connectivity #syniverse <https://bit.ly/2WzS6SZ>

### **Supporting Quotes**

- "I am proud to announce the additions of Gahn, Lorraine, and Brenda to Syniverse today. Collectively, their deep breadth of industry knowledge and professional experience perfectly complements their sincere appreciation for the value to be gained through channels, alliances

and partnerships. Each will undoubtedly play a critical role in driving profitability through existing relationships and new indirect markets around the world, while opening new growth channels for our business, our customers, and our markets moving forward.” — Bill Corbin, Senior Vice President of Indirect Markets and Strategic Partnerships

### Digital Assets

- [Image] [Syniverse logo](#)
- [Image] [Gahn Lane](#)
- [Image] [Lorraine Twigg](#)
- [Image] [Brenda Tan](#)

### Supporting Resources

- Read about [Syniverse](#).
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### About Syniverse

Syniverse is the world's most connected company, revolutionizing how businesses connect, engage, and exchange with their customers. For decades, we've delivered the innovative software and services that transform mobile experiences and power the planet. Our secure global network reaches almost every person and device on Earth. Our communications platform is industry-recognized as the best of its kind. And each year, we process over \$35 billion in transactions, revolutionizing how goods and services are exchanged. Which is why the most recognizable brands—nearly every mobile communications provider, the largest global banks, the world's biggest tech companies, and thousands more—rely on us to shape their future. How about yours?

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