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Syniverse to Participate in Tech Up for Women Conference

Software and Services Leader to Demonstrate How Businesses Enable Mobile Experiences for Their Customers

TAMPA, Fla. – Nov. 4, 2019 – [Syniverse](#), the world's most connected company, said today it is showcasing its [Intelligent Customer Engagement Platform](#), a state-of-the-art, cloud-based platform that allows developers to add communications functionality to applications without needing to build complex infrastructure or portals, at the Tech Up for Women conference on Nov. 19, at the Javits Center in New York City.

The Syniverse platform enables businesses to engage with their customers through intelligent and customizable multi-channel messaging. Syniverse offers the intelligent engagement solution for several industries, including the financial services, technology, hospitality and travel industries.

Syniverse Intelligent Customer Engagement solutions allow businesses to access and utilize a toolbox of mobile channels through one solution. The platform also provides enhanced mobile capabilities through text messages to promote customer engagement, and mobile wallet functionality to digitize loyalty rewards and promotions.

The Tech Up for Women conference is a one-day event for the advancement of women in technology through education, resourcing and networking. The event focuses on new technological advances in areas such as big data, 5G and cybersecurity.

[Laura Desmond](#), a member of the Syniverse board of directors, founder and CEO of Eagle Vista Partners, and former Chief Revenue Officer of Publicis Groupe, will be a featured speaker and lead a panel of women executives from Verizon and Samsung Electronics of America. They will be speaking at the "Mobile Technology Innovation" session, in Room 105, at 3:10 p.m. EST, on Nov. 19.

Other Syniverse executives speaking are Lisa Paccione, Vice President, Sales, Enterprise Services Group, and Bill Zierolf, Senior Account Executive, Global Sales, who will speak at conference opening, "Tech Up Introduction," at 9 a.m. EST, on Nov. 19.

CLICK TO TWEET: Syniverse ([@Syniverse](#)) to participate in [@TechUpforWomen](#) #conference, Nov. 19, in #NewYorkCity. #syniverse #wearesyniverse #mostconnected #techupforwomen <http://bit.ly/2HalZkv>

Supporting Quote

- **Lisa Paccione, Vice President, Sales, Enterprise Services Group, Syniverse**
"As the world's most connected company, Syniverse is delighted to be a part of this year's Tech Up for Women conference in New York City, home of many global companies and women technology leaders. We look forward to demonstrating how



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Syniverse is helping businesses around the world unlock the value of mobile experiences for their customers and employees. Our Syniverse Intelligent Customer Engagement platform is built for the mobile experience and globally tested at scale.”

Digital Assets

- **[Photo]** Laura Desmond
- **[Photo]** Lisa Paccione
- **[Image]** [Syniverse logo](#)

Supporting Resources

- Read about [Tech Up for Women Conference](#).
- Read about [Syniverse](#).
- Read about [Laura Desmond](#).
- 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

Syniverse is the world’s most connected company – we pioneer innovations that take business further. Our secure, global network reaches billions of people and devices. Our engagement platform powers the customized experiences of the future. And the millions of secure transactions we drive every minute are revolutionizing how goods and services are exchanged. We have always led companies to reimagine the boundaries of possibility. Today we’re delivering on opportunities with the power to change the world.

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