



Sinch appoints Chief Data and Transformation Officer

Stockholm, Sweden – 6 June 2023 – Sinch AB (publ), which powers meaningful conversations between businesses and their customers through its Customer Communications Cloud, today announced that it has appointed Sylvan “Sibito” H Morley III, as Chief Data and Transformation Officer.

Sibito Morley has broad industrial experience from senior roles at companies across technology, manufacturing, healthcare, and aviation. In each of these roles, he has focused on the use of technology and data to better leverage existing assets and achieve identified strategic outcomes. He joins Sinch from a recent position as SVP and Chief Data Officer at Lumen Technology.

“I’m very pleased to welcome Sibito to Sinch as we step up the pace of integration to ensure customers reap the full benefits of our broadened product offering. His deep experience in business transformation will help unlock both revenue and cost synergies whilst ensuring we leverage our data to deliver outstanding customer experiences,” comments Laurinda Pang, Sinch CEO.

Mr. Morley will join Sinch on 6 June 2023. Julie Rassat, Chief Integration & Transformation Officer, will report to Mr. Morley upon his arrival.

Following this announcement, Sinch's leadership team will consist of:

- Laurinda Pang, CEO
- Brett Scorza, President Voice
- Christina Raaschou, Chief Human Resources Officer
- Cristina David, Chief Information Officer
- Jonathan Bean, Chief Marketing Officer
- Josh Odom, President, CPaaS
- Nicklas Molin, EVP International
- Petter Bengtsson, EVP North America
- Roshan Saldanha, Chief Financial Officer
- Sean O’Neal, President SMB
- Sibito Morley, Chief Data and Transformation Officer
- Thomas Heath, Chief Strategy Officer

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About Sinch

Sinch powers meaningful conversations between businesses and their customers through its Customer Communications Cloud. More than 150,000 businesses – including many of the world’s largest tech companies – rely on Sinch and its global super network, which is the most secure and reliable network for messaging, voice and email. Sinch has been profitable and fast-growing since it was founded in 2008. It is headquartered in Stockholm, Sweden, with shares traded at NASDAQ Stockholm: XSTO:SINCH. Learn more at sinch.com.