



John J. Sims President, Sybase 365 Sybase, Inc., an SAP Company

EXECUTIVE BIOGRAPHY

John Sims is President of Sybase 365, the mobile messaging and mobile commerce business at Sybase, an SAP company. He is responsible for driving revenue and market leadership globally, and brings to Sybase a wealth of experience in the mobile market and general management.

From 2001 to 2010, John served as CEO of 724 Solutions, Inc., a company that engages in the design, development, marketing and support of mobile internet/mobile broadband products for use by mobile network operators worldwide. He was also co-founder, CEO and President of TANTAU Software, Inc., a global provider of high volume, secure, mobile eCommerce solutions to enterprises. Prior to co-founding TANTAU, John served as COO of SCC Communications, a telecommunications support service company. He has also held several management positions at Tandem Computers — a developer of fault tolerant computer systems, and various financial and general management positions at Burroughs Corporation — a manufacturer of computer and related equipment.

In 2001, John was honored with the prestigious Ernst & Young Entrepreneur of the Year Award in the communications category for the Greater Austin area. He has been a speaker at numerous industry events, including the GSMA Mobile World Congress and CTIA events.

John holds an accounting undergraduate degree from University of Glasgow, Scotland.