Catherine Behrenbrinker founded Symplicity Communications in 2007, headquartered in Grand Rapids, MI, focused on helping businesses procure technology.

She grew up near Grand Haven, Michigan, and graduated from Grand Valley State University with a BA in International Relations, French and Japanese were the language focus.

Her Midwestern values drive how she does business with the attitude of “Do the right thing, even when nobody is watching” and have grown the team that makes Symplicity special. Catherine worked with global companies headquartered in the US, Germany and Israel before entering the telecommunications industry in 2003. Now in her 18th year in charge of Symplicity, Catherine has helped make IT and telecom “simple” for hundreds of businesses.

Catherine has been named as one of the Top 50 Most Influential Women in West Michigan by the Grand Rapids Business Journal, and Symplicity as a Top Women Owned Business. At the ScanSource and Intelisys Channel Connect 2023 Awards Dinner, Catherine was honored with both the Program Advocate Award from the Intelisys and ScanSource Diversity Partner Program and the prestigious Chuck Mache Award.

Symplicity Communications is certified as a Women Owned Business from WBENC, and as a Diverse Business Enterprise by the Grand Rapids Chamber.