

**Catherine Lazarock**  
**President and founder, Symplicity**



Catherine Lazarock, a West Michigan native and GVSU alumni, founded Symplicity Communications in 2007 after putting herself through college as a single mother of two with the dream of making an impact in the world of business. Eventually, her hard work and faith enabled her to grow Symplicity from the ground up. For over 12 years, she has helped make IT and telecom “Symple” for hundreds of businesses by providing them with a deeper understanding of how they can improve their technology strategies. Catherine has grown her business to include 15 employees with clients ranging from small businesses to enterprise organizations. Catherine was named one of the Top 50 Most Influential Women in West Michigan by the Grand Rapids Business Journal in 2018.

Symplicity was named by the GRBJ as a Top Women Owned Business in 2017. Symplicity Communications, Inc. was selected in 2018 as a Michigan 50 Companies to Watch by Michigan Celebrates Small Business and the Grand Rapids Chamber of Commerce awarded Symplicity the Woman Owned Enterprise of the Year at their 2018 EPIC awards ceremony.

Catherine feels blessed to be busier than ever, growing her business and mentoring new employees while providing around-the-clock service to her clients. Despite a hectic business schedule, she stays active in Inforum Michigan, helping to accelerate the careers for women and boost talent initiatives for local companies. Following her passion for mentoring young professionals, Catherine served as a member of the GVSU Alumni Board of Directors in September 2013-16 and headed its Liaison Committee. She also worked with the Grand Haven YMCA Board of Directors from 1990-2001, and served as Membership Director, Vice President and President of the West Michigan Telecommunications Association from 2006-14.