

CATHERINE LAZAROCK • Entrepreneur / Nurturer



Founder and President,
Symplicity Communications

Catherine Lazarock, a West Michigan native and GVSU alumni, founded Symplicity Communications in 2007 with the goal of making IT & telecommunications “Symple.” Since then, she has provided hundreds of businesses with a deeper understanding of how they can improve their technology strategy. Symplicity stands out from the competition with its client-focused approach and continuous followup throughout the life of the contract. This high level of care is an extension of who Catherine is as a person. She has carefully built a team of hard-working and caring tech experts who carry her Midwestern values well past the point of making the deal. Catherine lives (and works) by the words, *“Always do the right thing, even when no one is looking.”*

Her dedication to helping Michigan businesses grow by embracing emerging technologies recently earned Catherine exclusive cloud services recognition and specialized training through Intelisys Cloud Services University’s Super9 program, an elite training program for individuals successfully blazing trails in business cloud services. This training enables Catherine to be a vital component to a business’ success by helping them strategically use cloud technology to thrive in a competitive landscape.

Committed and Caring

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, an organization that accelerates careers for women and boosts talent initiatives for local companies. She serves as Co-chair for Its TechnologyNEXT program, helping to empower women working in technology. Catherine participated in Inforum’s Michigan Regional Council from 2009-2016 as Vice Chair from 2011-2013, and as Chair from July 2013- 2015. She served on Inforum’s State Board of Directors from 2013-2015.

Following her passion for mentoring young professionals, Catherine joined the GVSU Alumni Board of Directors in September 2013 - 2016 and headed their Liaison Committee. She also worked with the Grand Haven YMCA Board of Directors from 1990 through 2001, and served as Membership Director, Vice President and President of the West Michigan Telecommunications Association from 2006 through 2014.

Say hello to Catherine 😊

(616) 588-8501 - clazarock@symplicitycom.com

Awards

- 2018 Grand Rapids Business Journal Top 50 Most Influential Women in West Michigan
- 2017, 2013, 2011 Grand Rapids Business Journal’s Top Women Owned Businesses
- 2016 Grand Rapids Area Chamber of Commerce Epic Awards Finalist for Woman-Owned Business of the Year
- 2015 Star2Star Channel Partner and Authorized Reseller Award, and Top 10 Partner Award
- 2011 and 2013 GRBJ Top Woman Owned Business Finalist
- 2011 West Michigan’s 101 Best and Brightest Companies to Work For
- 2011 Corp! Magazine Best of Michigan Business
- 2010 Alliance of Women Entrepreneurs (GROW) Woman of the Year Award
- 2010 Corp! Magazine Michigan’s Economic Bright Spots Award
- 2010 and 2013 Top Three Finalist for the GR Chamber of Commerce EPIC Award