



# Amy Bulger

## Director of Marketing

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As Director of Marketing, Amy is responsible for strategic planning and execution that drives business growth. Amy brings over 15 years of B2B marketing and business development experience to Simpluris, including three years in the legal administration industry.

Prior to joining Simpluris, Amy was Director of Strategic Communications as well as a Marketing Manager at Clemson University. In these roles, she worked alongside executive administration and the board of directors to forge over 25 million dollars in partnerships between industry, government, and academia in the automotive and manufacturing sectors. Notably, she was responsible for the award-winning marketing campaigns for Deep Orange at Clemson University International Center for Automotive Research (CU-ICAR), where she launched concept vehicles with Mazda, General Motors, BMW Group, Toyota, and MINI Brand. Additionally, Amy has marketing managerial experience in the global healthcare and health IT industries.

Amy graduated magna cum laude from Clemson University where she earned a Bachelor of Science in Marketing from the Wilbur O. and Ann Powers College of Business.

