



Doug Norman

Senior Vice President of Business Operations

dnorman@simpluris.com | 949.207.9844

Doug's advanced business acumen is derived from more than 30 years of experience in finance and administration. As the Chief Financial Officer of Simpluris, Doug is responsible for the overall financial strategy of the company. In addition to managing the financial health of Simpluris, Doug oversees items pertaining to human resources and corporate legal.

Doug has held executive leadership roles at several high-tech and fintech companies including Lantern Credit by SoFi, Local.com, and Starbase Corporation. He has extensive knowledge of corporate governance, debt and equity financing, and mergers and acquisitions. His experience ranges from founding a software company to taking two companies public. In managing the initial public offerings, he was responsible for bringing all financials into GAAP compliance; managing the registration statement and SEC correspondence; obtaining shareholder approval and lockups; complying with all state and federal securities laws; and all other administrative, legal and investor relations functions.

Doug received his MBA from Loyola Marymount University and his B.A. from California State University Long Beach.

