**Lauren Simmen, Director, Marketing for AMETEK Electronic Systems Protection**

Lauren joined the SurgeX team in 2012 as Director of Communications & Partner Support, and grew quickly to Regional Manager, Sales through her relationship building with both B2B and B2C industry partners. Lauren is characterized by her vast industry and product knowledge, and ability to help assess and resolve customer installation issues.

As the Director, Marketing, Lauren is responsible for communications across AMETEK Electronic Systems Protection, including the ESP and SurgeX brands. She is also responsible for marketing for Powervar, AMETEK Electronic Systems Protection’s sister company. Lauren applies her vast historical engineering and communications background to now also manage strategic partnerships and programs, product development roadmaps, product marketing, and trade shows and events. Lauren holds trainings at industry events, and was named the NSCA Volunteer of the year. Lauren sits on the board of directors for the NSCA education foundation where she helps spearhead the Ignite programs and initiatives.