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For immediate release:

SIMSA announces James Bulmer selected as its Industrial Concierge

The Saskatchewan Industrial and Mining Suppliers Association (SIMSA) is proud to announce the selection of James Bulmer as its “Industrial Concierge.” This roll will be completed in concert with the International Minerals Innovation Institute (IMII). James commences work today and the Industrial Concierge services will be available to SIMSA members beginning November 15.

The Industrial Concierge will provide personalized advice to SIMSA members to support digital innovation, carbon reduction, and ESG initiatives in the supply chain. The Concierge will also help guide SIMSA members in meeting IMII’s minerals member company needs on:

- Digital transformation
- Carbon accounting, reporting, and reduction

As the Concierge, James is responsible for supporting SIMSA members in their digital innovation, carbon reduction and ESG initiatives.

Leveraging his background in R&D and manufacturing, James will also help facilitate partner development between the IMII’s minerals-industry members and SIMSA members, and will help connect resource-producer needs with supply chain solution providers. In his previous role as a Production E.I.T. for International Road Dynamics, James worked with teams to create new products and set up new supply chains.

The Concierge service will be a connector (more so than a doer) between SIMSA members and;

- resource producers - relaying industries’ needs as well as SIMSA members’ abilities to fulfill them (especially in the area of digital innovation)
- solutions providers - sourcing leads to 3rd party solutions for SIMSA members to address industries’ current and future needs (especially in the area of carbon reduction)
- funding agencies - sourcing leads to funding agencies to assist in these efforts.

While James begins work today, the service will not be extended to SIMSA members until November 15, as there is time required to establish systems. Starting November 15, requests can be sent to james.bulmer@simsa.ca or by calling (306) 343-0019.

SIMSA's Executive Director - Eric Anderson - stated, "SIMSA is excited to have the opportunity to work with a person of James' abilities. As this position is new to the market and SIMSA, James' previous work as the communicative-handshake between engineering and manufacturing will be invaluable."

About SIMSA:

The Saskatchewan Industrial and Mining Suppliers Association (SIMSA) represents over 250 Saskatchewan suppliers to Saskatchewan's mining, energy, and industrial sector; this group of companies represents well over 21,000 employees and \$11-billion in revenues. SIMSA's mandate is to represent the interests and concerns of Saskatchewan industrial equipment and service suppliers, through promotion of its members and the creation of partnerships with industry and other associations.

About the IMII:

The International Minerals Innovation Institute (IMII) is a unique innovation supporting network of mining companies, government departments and agencies, and post-secondary and research institutions, jointly funded by industry and government. It exists to deliver innovations that matter to mining in Saskatchewan. The IMII's mineral company members include BHP, Cameco, Mosaic, and Nutrien.

Eric Anderson

Executive Director, SIMSA

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