



Amy Sparks, President and CEO, Nuvar Inc.

Amy Sparks is building a reputation as an enlightened business leader in West Michigan, committed to “old-school” values and sustainable, long-term growth, both for her employees and her company’s fiscal health.

“A true leader can’t do it by herself, so I choose to surround myself with good people of rock-solid integrity,” Amy asserts. “I subscribe to that old-school mentality where you build a great team and give them high expectations for performance and dedication — then empower them to be successful.”

Amy is the President and CEO of Nuvar Inc. in Holland, MI, a product development and manufacturing company she acquired from the firm’s founder in June 2018. Previously, she served for more than a decade as President & CEO of SoundTech, a provider of thermal and acoustical insulation, based in Grand Rapids, MI.

Born in Grand Rapids, Amy was valedictorian in her class at Union High School before graduating cum laude with a degree in accounting from Grand Valley State University in 1995. She also earned an MBA with high distinction from the University of Michigan’s Ross Graduate School of Business in 2013.

Amy launched her professional career at the accounting firm Plante & Moran, where she earned her CPA license and rose to the roles of senior tax manager and business consultant specializing in high-wealth individuals and privately held corporations. She joined SoundTech in 2002 as Chief Financial Officer and then moved to oversee operations as Executive Vice President and General Manager prior to being named President & CEO in 2007. She was awarded a U.S. Patent in 2010, and a Canadian Patent in 2011, for an acoustic wall system developed with SoundTech for commercial interiors. It is the first acoustical wall treatment approved for use in hospital patient rooms to reduce noise and increase privacy.

In her role at Nuvar, she aspires to lead the company’s 150-person team to serve a more diversified customer base, expanding beyond supplying the contract furniture industry that the firm’s founder Mark Kuyper developed effectively for the company’s first 30 years.

Amy lives in Georgetown Township with her husband Jeff Sparks and their two sets of twins — Lauryn, Nick, Alexa, and Sarah — all of whom are high school students, born 21 months apart. The entire family is actively engaged with various ministry teams within their church and they are involved in an array of school and extracurricular activities. Amy also serves on multiple advisory boards of for-profit and not-for-profit organizations.

About Nuvar

For nearly 30 years, Nuvar has been a leading finished goods supplier to the contract furniture, healthcare, transportation, appliance and residential furniture Industries. From simple, straightforward product design to highly complex solutions, we help customers move product ideas from concept to market launch faster and more cost-effectively than our competition. Nuvar is known for developing high-quality finished product solutions and robust, reliable domestic and international supply chains. Finished goods are private-labeled for our customers, allowing them to quickly add products to their portfolios and profitability to their bottom line without increasing their staff or footprint.