**Kelly Springer Bio**

As President and Chief Executive Officer of Metal Flow Corporation, Kelly Springer leverages her 30+ years of experience in leadership, operations and innovation to lead the metal forming company’s 250-person team. Throughout her career, Kelly has forged a path that melds strong financial practices with a human-centered approach. With roots in public accounting, Kelly brings a highly analytical approach to her decision-making process while always striving to remain authentic to herself.

During her tenure as CEO of Metal Flow, she led the firm’s expansion into China, building a 60,000-square-foot facility giving them a competitive advantage to expand technologies needed in the marketplace. Under her guidance, Metal Flow restructured its North American headquarters in Holland, Michigan in 2024 to better align its operations and use its manufacturing space to provide enhanced offerings to the market. An ardent learner, Kelly can often be found on the manufacturing floor, asking questions, talking with team members and deepening her knowledge to help guide better strategy for the company.

Prior to Metal Flow, Kelly spent 22 years – nine as a partner – at Plante Moran, one of the nation’s largest audit, tax, consulting and wealth management firms.

In addition to her role at Metal Flow, Kelly is committed to making a difference in the community. She focuses much of her volunteer and philanthropic efforts on supporting entrepreneurs and women, especially in STEM. She currently serves as a member of the Lakeshore Advantage Board of Directors, Chair of the Michigan Women Forward Board of Directors and as the Executive Champion for Inforum’s ManufacturingNEXT industry group. She has previously held board positions at Michigan West Coast Chamber of Commerce, Juvenile Diabetes Research Foundation - MI Chapter, Center for Community Leadership Council and Inforum West Michigan Regional Council.

Kelly has been widely recognized for both her contributions to the business and philanthropic communities over the years. In 2017, she was the recipient of the Lakeshore Athena Leadership Award and in 2021 as an MWF Woman of Achievement and Courage. In 2024, Kelly was named West Michigan Spartans MSU Businessperson of the Year. She was also named one of West Michigan top leaders in the *Crain’s Grand Rapids Business* 200 list in 2024.

A proud Spartan, Kelly earned her bachelor's degree from Michigan State University and continues to be actively involved in supporting the Broad College of Business.