

Meet the 200 Most Influential Leaders in West Michigan for 2025

West Michigan's dynamic business climate is full of visionaries, passionate leaders and people who thrive on making a difference in their organizations and the community at large.

You can meet 200 examples of those executives by scanning the list below. Collectively, they shepherd billions of dollars of investment and touch the lives of thousands of employees, all while contributing to the local economy. They're the captains of industry who have molded the region's economy into what it is today and driven it to evolve and innovate in ways that ensure its future remains bright.

This third edition of the 200 Most Influential Leaders in West Michigan is both a "who's who" from around the region and a showcase of some fresh faces who are making a splash in the business community.

The common theme: All of them were vetted and chosen by the Crain's Grand Rapids Business editorial team. We accept no nominations for this listing. All selections are based solely on the collective news judgment of our team of editors and reporters.

We asked these leaders to provide us some standard biographical information as well as answer a few questions intended to give some insight into their lives outside of work and offer a feel for their personalities.

What's clear from their responses: The vast majority graduated from a Michigan-based college or university, they have wildly different tastes in music, and most think "Up North" starts at U.S. 10 (including Ludington, which is located along the highway) followed closely by Cadillac.

For the few who didn't respond to our request for information, we filled in the details as best we could via our past reporting and from information in the public domain.

The result is this guide for you to reference throughout the year to get a window into the people making headlines in West Michigan. Click on each of the photos below and read on. — *Joe Boomgaard, Editor, Crain's Grand Rapids Business*