

Theodore Loehrke

Executive Vice President, Strategy and Development

As Executive Vice President of Strategy and Development at the Milwaukee Bucks, Theodore Loehrke is responsible for identifying and implementing strategic imperatives with a near term focus on arena-related development. The Bucks are currently planning and will soon begin construction on a state-of-the-art \$500mm arena, with plans for an additional \$500mm+ in ancillary development that includes residential, commercial and retail uses.

Loehrke initially joined the Bucks in 2012 as Senior Vice President and Chief Revenue Officer. For the past three seasons as CRO, he has been responsible for overseeing ticket sales and service, premium seating, marketing and digital media, corporate partnership development, and business analytics for the team.

Prior to joining the Bucks, Loehrke was Senior Vice President of Team Marketing & Business Operations at the National Basketball Association (NBA). In that role, he advised NBA and NBA Development League teams on all aspects of business operations, including ticket sales, sponsorship development, customer retention, digital/social media, marketing and business analytics.

Before entering the NBA in 2007, Loehrke managed an internal consulting and analytics team at American Family Insurance Group in Madison, Wis., responsible for supporting the organization's corporate marketing and sales functions. The team also led the development of the industry award-winning Teen Safe Driver Program. Loehrke previously held positions at the digital agency Organic, Inc., and Deloitte Consulting, both in San Francisco.

A native of Highland, Ind., Loehrke holds a bachelor's degree in chemical engineering from the University of Notre Dame and an M.B.A. from Duke University's Fuqua School of Business. He lives in the City of Milwaukee with his wife Sheila and their two children.



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Milwaukee Bucks

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