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New London, Wis. – Rawhide, a faith-based social services provider to at-risk youth and their families, announces the appointment of Alan Loux as President and Chief Executive Officer.

The Rawhide Board of Directors Chairman, Chris Myhre, announced that after an extensive nationwide search, the Board selected Alan Loux unanimously to lead Rawhide into its next phase of development as CEO.  “I am thrilled to find a business-oriented leader with a heart for troubled youth to lead this organization into the future.  His strong faith, visionary leadership skills and strategic mindset made him the ideal choice to take Rawhide’s mission to a new level of community service,” said Myhre.

Alan and his wife, Lori, have three adult children and currently live in Maryland but have strong ties to Wisconsin.  Loux received an undergraduate degree in Business/Economics from Wheaton College and an MBA in Marketing from the University of Wisconsin-Madison.  Loux began his career working in faith-based non-profit organizations such as Prison Fellowship, a global ministry to those in prison, and InterVarsity, a global college campus ministry headquartered in Madison where he served as Director of Marketing and Assistant to the President.

He went on to hold executive positions at Kimberly-Clark, Direct Supply and JLG Industries.  His most recent position was with JLG Industries, an Oshkosh Corporation company and leading global equipment manufacturer, where he led all strategy, product management and marketing functions as Vice-President, Global Marketing.  Prior to JLG, he served as Corporate Vice-President – Marketing with Direct Supply, Inc. a leading health care distributor serving the nursing home and assisted living market based in Milwaukee.  He enjoyed a 19-year career with Kimberly-Clark, a leading global consumer products company based in Neenah, Wis. coming up through the brand management ranks to become Vice President – Marketing and General Manager.

“I am honored to have the opportunity to be a part of this great organization called Rawhide.  It has such a legendary history of helping change the trajectory of the lives of at-risk youth in Wisconsin.   I am excited to lead this organization as it grows and expands its services to positively impact the lives of youth and their families,” said Loux.

Founded in 1965 by John and Jan Gillespie with the partnership of Bart and Cherry Starr, the first 50+ years of Rawhide has been very successful impacting thousands of young men and their families.  The facilities consist of a 600-acre New London, Wis. main campus, two dozen foster homes and several counseling offices throughout Wisconsin.  The success of Rawhide would not have been possible without the tremendous ongoing commitment and support from the Starr family.

John Gillespie commented, “From the founding of Rawhide Boys Ranch, we have always sought leaders that have a compassionate heart and a business mindset to manage and expand our support to youth and whole families. Alan Loux is definitely that type of leader. I am excited to welcome Alan, as our new President and Chief Executive Officer.”

**About Rawhide:** Rawhide offers residential care and outpatient services dedicated to helping at-risk youth and their families lead healthy, responsible lives.  Located outside of New London, Wisconsin, Rawhide Boys Ranch emphasizes a faith-based residential environment as an alternative to juvenile corrections for court-referred and at-risk young men.  In addition, Rawhide provides services to youth and their families through community-based programs such as foster care, outpatient counseling, adventure based summer camps and Intensive Family Weekends.  Learn more about Rawhide by visiting its website at [www.rawhide.org](https://www.rawhide.org/about-rawhide/news-media/press-releases/rawhide-inc-announces-alan-loux-new-ceo/www.rawhide.org)