



PRESS RELEASE

FOR IMMEDIATE RELEASE

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Rawhide Youth Services' President and CEO Alan Loux Named a 2024 Wisconsin Titan 100 Recipient

NEW LONDON, Wis.— Titan CEO and headline sponsor Wipfli LLP are pleased to announce Alan Loux, president and chief executive officer at Rawhide Youth Services, as a 2024 Wisconsin Titan 100. The Titan 100 program recognizes Wisconsin's Top 100 CEOs and C-level executives. They are the area's most accomplished business leaders in their industry using criteria that include demonstrating exceptional leadership, vision, and passion. Collectively the 2024 Wisconsin Titan 100 and their companies employ more than 148,000 individuals and generate \$76.4 billion dollars in annual revenues. This year's honorees will be published in a limited-edition Titan 100 book and profiled exclusively online. They will be honored at the annual awards ceremony on January 18, 2024, at Fiserv Forum, and will be given the opportunity to interact and connect multiple times throughout the year with their fellow Titans.

"The Titan 100 are visionary leaders that inspire the Wisconsin business community. These preeminent leaders have built a distinguished reputation that is unrivaled and preeminent in their field. We are humbled to recognize the Titan 100 for their efforts to shape the future of the Wisconsin business community" says Jaime Zawmon, president of Titan CEO.

Loux came to Rawhide Youth Services in 2017 as President and CEO. He oversees the strategic direction, vision, and management of all of Rawhide's programs and services. Loux brings extensive and diverse experience to the role, having held leadership roles in both the corporate and non-profit sectors. He began his career working in faith-based non-profit organizations such as Prison Fellowship and Inter-Varsity. Prior to joining Rawhide, Loux spent more than 25 years holding marketing and executive positions with Kimberly-Clark Corporation, Direct Supply, Inc., and Oshkosh Corporation. He received an undergraduate degree from Wheaton College and an MBA in Marketing from the University of Wisconsin-Madison. He currently serves on the Board of Trustees for ThedaCare, the Board of Directors for the Wisconsin Association of Family & Children's Agencies, and the Advisory Board of InitiativeOne.

"I am humbled and honored to have been named to this year's Wisconsin TITAN 100 list of top leaders throughout the state. I am privileged to lead a staff of great team members at Rawhide who tirelessly champion and serve at-risk youth and their families every day," shared Loux.

Loux will be honored at the annual Titan 100 awards celebration on January 18, 2024, at Fiserv Forum, home of the Milwaukee Bucks. This unique cocktail-style awards event will gather 100 Titans of Industry and their guests for an evening unlike anything that exists in the Wisconsin business community.

"On behalf of all the partners and associates at Wipfli, we congratulate all the Titan100 winners. It's an honor to recognize this diverse group of leaders in Wisconsin. We appreciate the lasting impact each leader has made, and continues to make, in building organizations of significance both here in Wisconsin

and abroad. Your ingenuity and creativity have set you apart, and the honor of being seen as an industry Titan is richly deserved,” says Gina Skibo, partner at Wipfli.

Rawhide Youth Services

Rawhide, Inc. is a faith-based non-profit behavioral and mental health agency that offers residential and community-based services to at-risk youth and their families to equip them with tools to build healthy relationships and behaviors that will help them overcome life’s challenges.

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