

Representing a new generation of performing arts executives, **Kevin Kwan Loucks** has cultivated a distinguished leadership profile founded on artistic excellence, entrepreneurship, and innovative strategic design. Mr. Loucks was appointed CEO of Chamber Music America in 2021 after co-founding Chamber Music | OC and serving as Director of Business Development and Strategic Partnerships at the Philharmonic Society of Orange County.

Named one of Southern California's most influential people by OC Weekly, Mr. Loucks has led a number of important strategic initiatives that have helped shape the performing arts landscape in the region. As Co-Founder and President of Chamber Music | OC, Mr. Loucks championed classical music in the greater Orange County area through a three-tiered approach of performance, education, and community engagement. Hailed by the LA Times for "keeping classical music going" during the COVID-19 pandemic, the organization's programs, anchored by its nationally recognized Pre-College Program, reach thousands of Southern California residents annually and have helped cultivate new audiences for classical music through business and community partnerships and support from civic leaders.

Mr. Loucks previously served as Director of Business Development and Strategic Partnerships at the Philharmonic Society of Orange County where he guided the organization's various giving programs. A skilled fundraising strategist, his relationship-driven approach helped secure new funding through individual, corporate, and foundation support, as he also led the coordination efforts of two annual Gala events in 2020 and 2021. Prior to his tenure at the Philharmonic Society, Mr. Loucks implemented a broad range of programming designed to encourage inclusive representation and participation of diverse groups. As Director of Innovation and Program Development at the Music Academy of the West, his visionary work establishing the Sing! Program - a free choral music initiative serving hundreds of students from over thirty schools in Santa Barbara County - earned him recognition from the California State Legislature. Utilizing his strong background in entrepreneurship and business development, he also created the Music Academy's Entrepreneurship and Innovation Residential to help artists cultivate formal business skills, while leading the organization's Alumni Enterprise Award granting program, supporting new ventures in artistic expression, audience development, education and outreach, social justice, and technology.