

Heidi Lofy –

Heidi Lofy is the vice president of sales and marketing for the Marcus Center for the Performing Arts. She has responsibility for sponsorship, ticketing, group & corporate sales, marketing, public relations, facility rentals and Marcus Center programming. She has been with the Marcus Center for 12 years. Prior to joining the Marcus Center in 2002, Heidi worked in the technology and banking fields for 18 years. She worked for 16 years at M&I Data Services (which became Metavante/FIS) in software development, sales, PR, advertising and brand management.

The **Marcus Center for the Performing Arts** offers the best of cultural and community programming. We are home to the finest performing artists in Wisconsin, including the Milwaukee Symphony Orchestra, Milwaukee Ballet Company, Florentine Opera Company, First Stage and Milwaukee Youth Symphony Orchestra plus host of the annual Dr. Martin Luther King, Jr. Birthday Celebration.

**VP Sales & Marketing**

Marcus Center for the Performing Arts  
June 2002 – Present (13 years 10 months)

**Sales Consultant**

eFunds Corporation  
2001 – 2002 (1 year)



**Marketing**

M&I Data Services (Metavante)  
1985 – 2000 (15 years)

**University of Wisconsin-Whitewater**

BBA, Management Computer Systems  
1981 – 1985