LARRY LUCCHINO  
President/CEO

Larry Lucchino was named President/CEO of the Red Sox at the closing of the purchase of the team in February, 2002. Previously President/CEO of the Baltimore Orioles (1988-93) and the San Diego Padres (1995-01), Lucchino is a veteran of 33 years in Major League Baseball. With the Red Sox, Lucchino manages the franchise on a day-to-day basis with the active involvement of, and in collaboration with, Principal Owner John W. Henry and Chairman Tom Werner.

He has won rings with each franchise. The Orioles won the 1983 World Series, the Padres won the 1998 National League Pennant, and the Red Sox won the 2007 World Series, just three years after the 2004 World Championship that put an end to Boston’s 86-year championship drought.

In his 23 full seasons as a President/CEO, his clubs have a winning record of 1,895-1,650 (.535), have reached post-season play eight times (1996, 1998, 2003, 2004, 2005, 2007, 2008, 2009), have won three pennants, and two World Series. In those 23 seasons, attendance has improved over the previous year 16 times and the franchises have set club attendance records 13 times, including an 8 year stretch with the Red Sox, topping 3 million for the first time in Red Sox history in 2008, and again surpassing 3 million in 2009, 2010 and 2011.

Lucchino is the first President/CEO to win pennants for two different franchises - let alone in two different leagues - since Hall of Fame executive Larry MacPhail more than 50 years ago with the Brooklyn Dodgers (1941) and the New York Yankees (1947). They are the only two to have done so. (Al Rosen won pennants as President/CEO of the Yankees in 1978 and as President of the San Francisco Giants in 1989, but Bob Lurie was the Giants’ CEO. Dave Dombrowski won pennants as GM of the Florida Marlins in 1997 and as President/GM of the Detroit Tigers in 2006.)

In addition to running championship franchises and setting attendance marks, Lucchino has earned a legacy for creating ballparks that have transformed the ballparks’ role in the fan experience, influence on franchise value, and place in the community.

His vision for the design of Oriole Park at Camden Yards - a traditional, old-fashioned, asymmetrical, intimate downtown ballpark with modern amenities - ushered in an era of revolutionary ballpark architecture and ambiance responsible in part for the game’s resurgence since 1992.

He also had the vision for the ballpark that saved baseball in San Diego. Petco Park, designed to look and feel like San Diego, was approved in a 1998 landslide vote on Proposition C, a campaign that Lucchino spearheaded. As much as the Padres needed a ballpark, the city needed a catalyst to redevelopment an under-utilized 26-block area in the city’s downtown. As promised, a ballpark revitalized a key neighborhood, as it had done in Baltimore (and, subsequently, in other cities). The design of the park was completed in
August, 2001, and construction was well underway when Lucchino left the Padres for the Red Sox after the 2001 season.

Subsequently, he was instrumental in pulling together the ownership group that joined John Henry and Tom Werner in their successful effort to purchase the Red Sox, announced on December 20, 2001. While every other group that sought to purchase the Red Sox advocated a replacement for venerable Fenway Park, the group led by Henry, Werner, and Lucchino was the only one that committed itself to save - and improve - America’s most beloved ballpark. The ownership group officially formalized its commitment to keep Fenway Park long term on March 23, 2005.

Over the course of a 10 year-long project (ending during the 2011 offseason), Lucchino has helped to oversee many changes to preserve, protect and improve Fenway Park. Such successful additions include: the Green Monster Seats, the Right Field Roof Seats, Dugout Seats, the Yawkey Way Concourse, the Big Concourse, the Third Base Concourse, the First and Third Base Decks, the EMC Club, the State Street Pavilion, renovations of the premium suites, the Left Field Coca Cola Corner, the Bleacher Bar, the expansion of the right field roof box section, and the installation of new high definition video display and scoring systems. These and other well-received infrastructure innovations and improvements have enhanced the fans’ experience while respecting the integrity of the historic park and the surrounding neighborhood.

In the winter of 2010, Fenway Park was transformed into a hockey venue when it hosted the Boston Bruins and the Philadelphia Flyers on New Years Day for the third installment of the NHL Winter Classic. A week later, the Red Sox hosted the first ever Hockey East outdoor college hockey games as the women’s teams from UNH and Northeastern and the BC and BU men’s squads played a doubleheader. In July of 2010, Fenway Park again was transformed, this time into a soccer site when Sporting C.P. from Portugal and Celtic F.C. from Scotland matched up for Football at Fenway - the first soccer match played at the ballpark in over 40 years. In the winter of 2011, the ballpark was once again turned back into a hockey site, when Frozen Fenway II saw 16 days of ice time for high school and college games, along with community skates for residents of the city of Boston. These hockey events helped lead off a year long of extensive and varied celebrations for Fenway Park’s 100th Anniversary in 2012.

While setting attendance records with all three franchises, Lucchino has made his mark in the cutting-edge marketing of baseball. His efforts at regionalization in Baltimore expanded the Orioles’ fan base from 2 million to 6 million. In his 14 years with the Orioles, the season ticket base increased from 1,600 to 28,000 plus a 13,000-person waiting list.

In his seven years with the Padres, the season ticket base more than doubled from 5,081 to 12,380 through 2000. Under his leadership, the Padres recorded their top four all-time attendance figures at Qualcomm Stadium in his last four years there (1998-2001).
In his 10 seasons in Boston, the club has set franchise attendance records in eight of ten years, and has sold out 712 straight games dating back to May 15, 2003. This streak is the longest in the history of Major League Baseball, a record established on September 8, 2008, with sell-out #456, breaking the previous MLB record of 455, set by the 1995-2001 Cleveland Indians.

Each of the three franchises he has served as chief executive has established a major charitable foundation during his tenure (The Orioles Foundation, The Padres Foundation, and The Red Sox Foundation). Under his leadership, each franchise has re-invigorated its philanthropy, its community relations efforts, and its ballpark ambiance to ensure that all fans feel welcome. In November of 2010, the Red Sox and the Red Sox Foundation were given league wide recognition when they were named the recipients of the inaugural Commissioner’s Award for Philanthropic Excellence.

Lucchino’s passion for ballparks is rivaled by his drive for baseball’s internationalization. He pioneered a ground-breaking relationship in Japan in 1997 with the Chiba Lotte Marines, and helped organize the Red Sox’ first trip to Japan in March, 2008 when they opened the MLB regular-season with two games at the Tokyo Dome. In addition, he previously arranged the efforts to play Major League Baseball’s first regular season games in Mexico (1996) and Hawaii (1997) and established baseball’s first International Opening Day in Monterrey, Mexico in 1999. He was an early, active supporter of the World Baseball Classic, and also serves on Major League Baseball’s International Committee.

He has served on MLB’s Restructuring Committee, the American League’s Cable Television Committee, and as Chairman of the Player Development Contract Negotiations Committee. He was a member of the Realignment Committee and the Commissioner’s Blue Ribbon Task Force on Baseball Economics, which released its recommendations for attacking the game’s economic and competitive balance issues in July, 2000.

In recognition for “long and meritorious service to baseball” over three decades in the game, Lucchino was awarded the Judge Emil Fuchs Award by the Boston Baseball Writer’s Association at their 72nd annual BBWAA dinner on January 20, 2011.

Born in Pittsburgh, Lucchino was an All-City League basketball player and a second baseman on the Pittsburgh city championship baseball team at Taylor Allderdice High School. He graduated with honors from Princeton University and is a graduate of the Yale Law School. At Princeton, he was a member of two Ivy League championship basketball teams.

In 1974, he joined Williams and Connolly, the law firm founded by his mentor, friend, legendary sportsman, and trial attorney Edward Bennett Williams. He became a partner in 1978 and specialized in sports law and litigation. He was general counsel to the Washington Redskins, of which Williams was president and part owner, and was a member of the Redskins Board of Directors from 1979 to 1985. When EBW bought the
Orioles on August 2, 1979, Lucchino became vice president/general counsel. EBW named him president in May, 1988, to rebuild the club’s baseball and business operations. Lucchino was an owner of the Orioles from 1989 until the club was sold at the end of the 1993 season, and of the Padres from December, 1994 to 2002.

The avid sportsman has the unique distinction of earning World Series rings (Orioles, ’83; Red Sox, ‘04, ‘07), a Super Bowl ring (Redskins, ‘83), and a Final Four watch (Princeton, ‘65). Lucchino has been active in numerous civic and charitable efforts in Baltimore, San Diego, and Boston, with particular, active involvement in the research and treatment of cancer. Here in Boston, he is a board member and served as the co-chair of the Dana Farber Cancer Institute’s $1 billion “Mission Possible” Capital Campaign, which reached its goal in 2009, and is also on the board of Special Olympics International. He is married to Stacey Johnson Lucchino, and has two stepchildren, Davis (22) and Blair (20).