

Investments By Day, Training NBA Players By Night: The Insanely Busy Life of Dylan Kremer

By Michael Thrasher, RIA Intel, 11/25/20

Around 6 a.m. most people are just waking up to prepare for their workday and at 6 p.m. they are heading home or there already. At those hours, Dylan Kremer is arriving at his second job.

By day, Kremer is a director of Investment Strategy at Cresset, a Chicago-based RIA that manages almost \$12 billion. He's in the office (or working from home due to the Covid-19 pandemic) Monday through Friday, deliberating the firm's macroeconomic views and building portfolios. During the early mornings, late evenings, and weekends, he trains NBA players and others at the Chicago Basketball Club, the company he co-founded in 2015.

Kremer's family couldn't afford private workouts when he was growing up in Cincinnati. So, he worked for local coaches and observed what others were doing and it's paid off. After attending and playing basketball at Loyola University New Orleans, and a brief stint in the NBA Development League, he decided against trying to make it as a professional in Europe and instead pursue a career in finance. He didn't like coaching but loved player development and started the Chicago Basketball Club to fill the void.

Balancing both jobs, especially during the NBA offseason, makes for an insanely busy schedule. The club, which includes Kremer and one other skills trainer, strength and conditioning coaches, and nutritionists, works with only a handful of professionals and some top college players hoping for a career in basketball. But it's nothing for Kremer to spend 40 hours each week with the club's clients, in addition to the 40 he's spending at Cresset...

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