

**Indian Gaming Business:**  
"Class Act, Gary Green has brought Las Vegas flamboyance - and big profits."



**Casino Journal:** "A Magic Man... with Barnum-like vigor. It is hard to argue with a strategy that has increased casino revenue by 59.1%"



**Casino Enterprise Management:** "Gary Green, one of the most successful and best-known gurus in the gaming industry."



**Casino City Times:** "(Gary Green is often called) the Donald Trump of Indian Gaming."



# gary green

resumé / c.v.

**GARY GREEN** is one of the most written-about figures in modern casino business circles. A former Donald Trump vice-president, he is recognized as a cutting-edge innovator, casino operator, debt and equity financing packager. author, frequent speaker at gaming trade shows, and an unsurpassed casino industry marketing icon.



A mentor and trainer for start-up and developing staffs, Gary Green is known for business analytics; competitive and risk intelligence; marketing analytics; predictive modeling; emerging technologies; organizational, financial and operational performance; as well as legendary marketing excellence.

Seasoned in casino general management, analytics and development, as well as slot manufacturer company growth, he is also known for his award-winning television commercials.

Gary Green's resume/CV follows.

5030 Champion Blvd. Suite G-6 #401  
Boca Raton FL 33496  
702-527-8247 | [gary@garygreen.com](mailto:gary@garygreen.com)

## PROFESSIONAL EXPERIENCE

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### **The Gaming Group**

**Boca Raton FL, Las Vegas NV (and other locations)**

*Managing Director (Chief Marketer/ Casino Developer/Slot Company Executive)*

October 2010 – to date

- Sourced and executed M&A deals including sell-side and buy-side M&A, leveraged buyouts, and debt and equity financings; prepared valuation analyses, merger and LBO models and client presentations;
- Created competitive intelligence, marketing analytics, predictive modeling as well as group sales, transient sales, revenue management, public relations and marketing activities for multiple casino and resort properties;
- Assembled, mentored, trained, and developed management, marketing, and service teams for casinos, all-inclusive resorts, F&B operations, retail outlets;
- Co-founded co-Native-owned manufacturer of Class II and Class III slot machines; production and distribution of slot machines, including the much sought-after newly-patented "Perimeter Bonusing®" system;
- Registered lobbyist providing frequent industry testimony before local, state, and national legislative bodies;
- Projects included the much-touted Colorado casino purchase Agreement for "one dollar and other considerations"; co-founding and board position for a Caribbean investment company operating bars, restaurants, bingo, casinos, and hotels; first US distribution arrangement for major South American manufacturer; Brokering casino purchases; mentoring and managing casino purchases; raising and placing funding.

### **Synergy Gaming/ Alabama Circuit Court**

**Hollywood, FL & Birmingham AL**

*Executive Vice President / General Manager*

January 2009 – October 2010

- Built a new casino management division from the ground-up. Recruited, hired, trained, and led a new group to drive future innovation and produced new products that enabled the business to scale rapidly;
- Court-appointed casino General Manager to bring closed-down, financially troubled, property back to competitive dominance...and profitability;
- Conducted market research, focus groups, and gathered client feedback. Developed product strategy, set roadmaps, defined feature sets, and articulated positioning;
- Constructed 5-year financial projections for use in lender presentations; created LBO models showing potential returns;
- Variety of slot machine manufacture functions including creating math structure for pay tables (not merely recommending pay tables, but actually structuring game math); liaison with independent testing laboratories (GLI, Farley, etc.); game placement at multiple properties across multiple jurisdictions.

### **Penny Arcades / Lil Vegas Gaming**

**Boca Raton, FL & Las Vegas NV**

*Casino Owner/Operator*

March 2007 – January 2009

- Created from scratch the most "Vegas Style" casino in Florida's all-slot machine redemption (AWP) casino market, in the midst of a competitively intense landscape (22 casinos within a 20-mile radius including three mega casinos);
- Created policies and procedures, personally hands-on operated (and trained staff) through entire operation from daily & audit to facilities build out, to slot floor design, marketing, and every aspect of operation.
- Acquisition identification for hedge-fund gaming group.

### **Old Vegas / Southern Dutch Gaming**

**Las Vegas, NV**

*Chief Marketer, GM & variety of assignments via consulting-management group*

November 2005 – March 2007

- *General Manager* Glacier Peaks Casino (Blackfoot Nation) Browning MT (March 2006-March 2007)
  - Took over development of new casino and created largest casino and only racino in Montana.
  - Developed “creative secondary financing” program after Tribe’s initial funding fell short.
  - Created all departments, hired 200+ staff members, created job descriptions, training programs, organized gaming floor, chose vendors, created bus marketing program, took small Tier A bingo hall to Tier C casino.
  - Wrote P&P’s (extensive knowledge of compliance and regulations) and provided training in every aspect of casino from surveillance to drop & count to slot floor, internal audit, food & beverage, table games, finance, inventory & procurement, budget, facilities... personally hiring and training raw staff.
  - Created cutting-edge Asian-marketing program by working with slot manufacturer to custom-design machine themes, glass, and reel-strips to my specs for targeted Asian market; formulated Asian-casino style “rolling chip” program for table games.
- *Chief Marketing Officer & Developer* High Winds Casino (Ottawa Nation) Miami OK (Nov 2005-Mar 2006)
  - Created, from scratch, budgeting and start-up for Ottawa Tribe of Oklahoma’s High Winds Casino serving four-state market;
  - Gaming and casino consultant for tribe, business committee, gaming commission, and developers;
  - Wrote Tribal Internal Controls for Gaming Commission approved by NIGC;
  - Hired and trained staff, determined game mix, negotiated with vendors, picked surveillance systems, IT systems, POS, GL, back office, insurance, F&B. Organized all pre-opening activities.

**Thunderbird Wild Wild West Casino**

**Norman, OK**

*Casino General Manager / Tribal Gaming CEO*

April 2004 – November 2005

- Increased revenue by more than 59% over previous year & created first-ever tribal distribution(s) (per capita) from Casino revenue.
- Created convergence strategy toward commercial gaming, moving gaming from tribal politics into a Federally chartered corporation (subsection 8-A tax benefits).
- Created and directed acquisition strategy to buy/operate non-IGRA commercial casinos. Created a tribally owned management company to operate casinos for other tribes;
- Instrumental in obtaining first gaming compact between ANY Tribe and the State of Oklahoma.
- Responsible for reorganizing and then day-to-day management of all operational and non-operational departments;
- Implemented a marketing-driven restructuring based on four steps: (1) getting the right management team; (2) reviewing all costs; (3) focusing on the core business; and (4) creating an actual strategy for tribal gaming
- Brought first Class III gaming to Oklahoma; Brought first legal Blackjack and Poker to Oklahoma and Produced nationally-renowned Quarter-Million-Dollar Blackjack Tournaments.

**Trump Hotels & Casinos / 29 Palms Band of Mission Indians**

**Palm Springs, CA**

*Vice President of Marketing and Player Development*

November 2002 – April 2004

- Re-defined marketing methodology to cement casino as premier property in a market that had more direct competitors than the Las Vegas Strip;
- Managed and honed world-class entertainment venue and concert hall;
- Public face of casino promotions, advertising, public relations, billboards, and Television;
- Heavily focused on strategic planning, property margin, and coin-in to margin ratio though analytical planning around key indicator reports;

- Day-to-day operational hands-on management of player development (host system and jr. hosts/ambassadors), promotions, slot club, call center, PBX, valet, transportation, advertising, P.R., database management, direct mail, entertainment, box office, high roller room, promotions, customer service, and all operations of casino other than gaming, security, and (including some F&B);
- Creation and redefining direct marketing program to state-of-the art personalization, R/F/M selects, and highly successful consumer segmentation;
- Prepare and deliver Tribal P&L presentations for marketing;
- Represent Trump, the casino, and The Tribe at various public functions;
- Responsible for creation of Internal Controls for all promotions and events.

### **LogicComps / e-shortcut**

**New York, NY & Las Vegas, NV**

*Marketing Developer & Player Tracking*

April 1999 – November 2002

- Co-founder & patent-holder for company focusing on marriage of direct-marketing technology with the casino gaming industry;
- Conceptual consultant to Mirage Resorts, Mandalay Resort Group, and Bill Bennett's Sahara for players' club technology enhancements –pioneering the "one-card" systems;
- Strategic advisor and planner for properties considering expansion, new markets, or capital investment;
- Co-creator of Class II and Class III casino accounting, management, and player tracking solution to communicate between disparate slot vendors;
- Technical consultant to operators of the Times Square Hilton, and New York Embassy Suites, the nation's largest publicly-traded commercial real estate development company (Forest City Ratner Division of \$1.5-billion Forest City Enterprises) creators the shopping experience (and original concept) for Las Vegas' Venetian Hotel & Casino;
- Work with top (Aristocrat/Oasis) gaming technologist to develop targeting CRM system for slots, table, and POS consolidation of data to fit patent-pending operational management plan.
- Division President for Publisher Inquiry Services
  - Concurrent with LogicComps position served as Division President for direct marketing company dropping 20-million catalogs annually;
  - Creator and co-patent holder for targeted consumer direct marketing and CRM techniques directly applicable to the gaming industry.

### **Smith-Gardner & Associates**

**Delray Beach, FL**

*E-commerce Division Director*

November 1996 – April 1999

- Creator of direct marketing CRM and ERP solution now in use by 25% of all catalog direct mail companies in the world and 5% of all e-commerce on the planet;
- Part of the leadership team of a highly successful IPO to become a public company;
- Intimately involved in the day-to-day operations through consultative sales with leading direct marketing companies, devising targeting and e-business strategies for entering the 21st century
- Twice finalist for BEST OF COMDEX technology show; 300% increase in sales; full P&L responsibility, evangelical selling, and large staff management; More than 250 corporate customers used my direct-marketing methodology; more than 20% of the Fortune 500.

### **EuroCircus & Casino / Johnny Appleseed Productions**

**Myrtle Beach, SC**

*Casino Marketing & Magazine Publisher*

November 1993 – November 1996

- Euro-Circus project
  - Arranged for purchase of world famous circus brand (and performers) and transformation into a resort and casino complex;
  - Built resort destination from conception, through construction, to operation;

- Targeted 12-million-plus tourists to destination annually through highly-targeted marketing-based overall management methodology;
- Created a successful co-marketing relationship between previously disjointed restaurants, hotels, and entertainment attractions to combine entertainment, gaming, hospitality, convention, and food & beverage into one “package” for data sharing, targeting, in increased sales.
- Johnny Appleseed Productions
  - Published/managed a 250,000 circulation tourism magazine to drive traffic;
  - Consultant to Philippines Government for strategic planning, finance, and then construction of an entertainment, gaming and tourism attraction for centennial celebration;
  - Creator of Myrtle Beach Aquacade (entertainment venue) through strategic planning, finance and pre-construction.

**Sht Creek Casino**

**Baltimore , MD**

*Marketing Developer & Player Tracking*

February 1990 – November 1993

- Ran table gaming operations (blackjack, poker, pull-tabs, and roulette only, no slots) for unions, churches, fund raisers for non-profit organizations;
- Ran food & beverage concessions and bars at both Maryland limited-license gaming locations and non-gaming locations; Full F & B management from hands-on preparation to inventory, menu, and marketing.

**Willie Maizer Casino Tours**

**Atlantic City, NJ**

*Director of Marketing, Sales and Player Developer*

December 1980 – February 1990

- Handled marketing for daily grind-tour slot buses from Washington, Baltimore, and Philadelphia to Atlantic City casinos;
- Intimate involvement in legislative process for the Shumway/Udall bill laying groundwork for the 1988 Indian Gaming Regulatory Act.

**Resorts International Hotel & casino**

**Atlantic City, NJ**

*Marketing Representative (non-licensed junkets)*

December 1979 – December 1980

- Responsible for filling 100+ buses DAILY from metropolitan Baltimore and Washington, DC to deliver players to casino; Responsible for filling two to three high-roller junket buses per week; Responsible for delivery of one “whale-trip” monthly to Paradise Island (Bahamas);
- Acted as a Casino Host with “pencil” power

**EDUCATION. CERTIFICATIONS, AWARDS & HONORS**

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**Education Certifications & Training:**

- University of Nevada Las Vegas, International Gaming Institute, G2E Training Certificate
- Casino Management Association, Biloxi Mississippi Management Series
- Fast-track graduate joint program Johns Hopkins University, Morgan State University, Towson State University: Philosophy
- University of Tennessee: Journalism

**Awards, Publications, and Reviews:**

- *Casino Journal Magazine*: “A (marketing) Magic Man... with Barnum-like vigor. It is hard to argue with a strategy that has increased casino revenue by 59.1%.”
- *Casino Enterprise Management*: “Gary Green, one of the most successful and best-known gurus in the gaming industry.”

- *Indian Gaming Business* (the official publication of the National Indian Gaming Association): “Class Act, Gary green has brought Las Vegas flamboyance –and big profits to Indian Country.”
- Recently published by Amazon Kindle “*Marketing Donald Trump*” (ISBN 978-0-615-40454-7 and <http://www.amazon.com/Marketing-Donald-Trump-ebook/dp/B0043GX9W8/>);
- 1999 landmark “*A Marketing-Based Casino Operational Management Plan*” which introduced the first “one-card” player tracking methodology for major properties in Vegas (including Mandalay Resorts, Mirage Resorts)... has served since as THE textbook for establishing an effective targeting and segmentation program for Casino marketing;
- Award-winning casino Television spots (can be viewed at [www.GaryGreenGaming.com](http://www.GaryGreenGaming.com) )

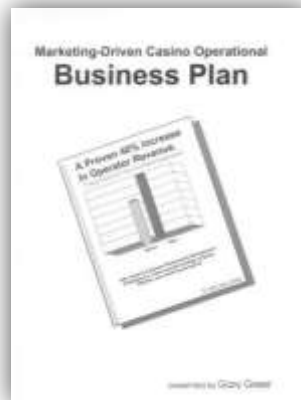
Three of Gary Green’s Casino Books:



Gary Green’s *Marketing Donald Trump* published by Amazon Kindle



Gary Green’s *GAMBLING MAN*



Gary Green’s Landmark *A Marketing-Driven Casino Operational Business Plan*