



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%"*



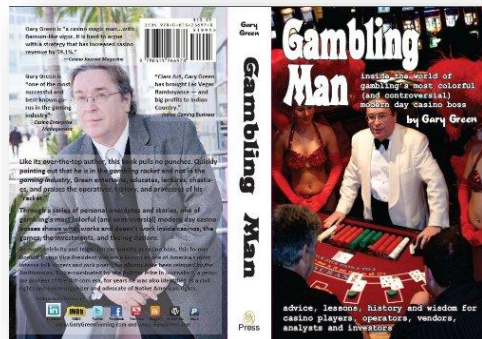
Casino Enterprise Management: *"Gary Green, one of the most successful and best-known gurus in the gaming industry."*



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



Casino "guru" **GARY GREEN** is one of the most written-about figures in modern casino operational and marketing 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. Author of best-selling book *"Gambling Man"* (soon to be a major motion picture) as well as the Amazon-published, *"Marketing Donald Trump,"* Gary Green is seasoned in casino general management, analytics and development, as well as slot manufacturer company growth.



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PROFESSIONAL EXPERIENCE

The Gaming Group/ClearPath Partners

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

Managing Director (Chief Marketer/ Casino Developer)

October 2010 – to date

Casino Developer and Advisor. Review operations, finances, performance, and management of existing and new casinos for various investment groups; making recommendations and providing due diligence in both Indian Country and commercial gaming. Recent development or due diligence projects include:

- *Confidential* greenfield west coast Tribal Casino (\$1-billion development);
 - Member of Elem Indian Colony's Economic Development Authority, a sovereign sub-entity of the Tribe;
 - Due diligence on La Jolla Band of Luiseno Indians (with Mohegan Sun Tribal Gaming Authority);
 - 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;
 - A frequent speaker at casino-industry trade shows and conferences (recent appearances
 - Trump Plaza Hotel & Casino;
 - Kashia Band of Pomo Indians;
 - Proposed Lansing Casino (on behalf of the developer for the Sault Ste. Marie Tribe of Chippewa Indians);
 - Frank Sinatra's Cal-Neva Lodge, Resort & Casino
 - Binion's Casino Las Vegas
 - ...and others
- include: *Oklahoma Indian Gaming Association*: "What Is New In Class II"; and *BingoWorld*: "Revisiting the Metlakatla Decision and How Class II Can Change The Casino Floor Paradigm."
- Registered lobbyist providing frequent industry testimony before local, state, and national legislative bodies; as well as professional "expert witness" in gaming cases (on behalf of The Florida Department of Law Enforcement, The U.S. Department of Justice, Homeland Security, and other agencies).

SIMULTANEOUSLY:

Ortiz Gaming

Boca Raton, FL

Senior (outside) Consultant to the President and CEO

February 2012 – to date

Special advisor to the President and CEO of *Ortiz Gaming*, the world's largest electronic bingo (Class II) slot machine manufacturer, operating in Latin American, Europe, Asia and now entering the USA market.

Providing outside direct advice and coordination of the overall company functions of introduction of company and products to American market, new product development, logistics, supply chain & manufacturing, legal & compliance, sales & marketing, customer relationships, consumer marketing, and financial performance.

Creator of sales strategies for the products. Provide company with outside industry prospective.

- Introducing the company to the complexities of NIGC/IGRA regulatory processes, game certification, Tribal licensing, casino policies and procedures, and the culture of Indian Country;
- Market analysis; Establishing sales territories, sales pitches, and support materials (including designing par sheets); Setting quotas, goals, and methodologies for the "commercial team" (sales).
- Designing financial models, writing and reviewing contracts, coordinating licensing process as well as game compliance;

- Training staff in the history and evolution of American slot machine math, effective American slot floor design, and the demographic/psychographic of American slot players, and the marketing of games to players.
- Speaking at conferences, trade show seminars (*Southern Gaming Summit, Oklahoma Indian Gaming Association, G2E, NIGA, etc.*), media interviews, and public appearances on behalf of the company;
- Liaison to transition to Class III and commercial gaming; and representative at various gaming industry associations.

Warrior Gaming Associates (WGA)

Las Vegas NV

CEO

January 2011 – October 2011

Chief Executive Officer and co-founder of (majority) Native-owned slot machine manufacturer and distributor. Focused on game creation, market development, and financing, created active projects in the United States, South American, the Caribbean, Canada, and several Native American sovereignties before selling the start-up technologies for a “build it and flip-it” business model.

Synergy Gaming/ Alabama Circuit Court

Hollywood, FL & Birmingham AL

Executive Vice President / Casino General Manager

January 2009 – October 2010

- Created new regulated gaming division (Class II and Class III) for long-time AWP manufacturer/distributor and performed a 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; game placement at multiple properties across multiple jurisdictions.
- 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;
- 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;
- Court-appointed casino General Manager to bring closed-down, financially troubled, casino back to competitive dominance...and profitability;

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

CEO; General Manger; Chief Marketer; variety of assignments via consulting-management group Nov 2005 – Mar 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)
 - Wrote Tribal Internal Controls for Gaming Commission approved by NIGC;
 - 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;
 - Hired and trained staff—including General Manager, determined game mix, negotiated with vendors, picked surveillance systems, IT systems, POS, GL, back office, insurance, F&B. Organized all pre-opening activities;
 - Trained Gaming Commission.

Thunderbird Wild Wild West Casino

Norman, OK

Casino General Manager / Tribal Gaming CEO

April 2004 – November 2005

- Instrumental in obtaining first gaming compact between ANY Tribe and the State of Oklahoma.
- 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;
- 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.
- Removed from position (and license revoked) in well-known political upheaval in Tribal Council (in conjunction with charges against former council members).

Trump Hotels & Casinos / 29 Palms Band of Mission Indians
Vice President of Marketing and Player Development

Palm Springs, CA
 November 2002 – April 2004

- Moved property from consistent \$35-million monthly coin-in to consistent \$100-million monthly coin-in and from having only one \$5-million day in three years to constant \$5-million days every weekend.
- Re-defined marketing methodology to cement casino as premier property in a market that had more direct competitors than the Las Vegas Strip;
- 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 junior 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;
- Managed and honed world-class entertainment venue and concert hall;
- Prepared and delivered Tribal P&L presentations for marketing;
- Represented Trump, the casino, and The Tribe at various public functions;
- Responsible for creation of Internal Controls for all promotions and events and obtaining Gaming Commission approvals.

LogicComps / e-shortcut

Marketing Developer & Player Tracking

New York, NY & Las Vegas, NV

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

E-commerce Division Director

Delray Beach, FL

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

Casino Marketing & Magazine Publisher

Myrtle Beach, SC

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 (pre-Pagcor) 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

Marketing Developer & Player Tracking

Baltimore, MD

February 1990 – November 1993

- Contracted 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

Director of Marketing, Sales and Player Developer

Atlantic City, NJ

December 1980 – February 1990

- Handled marketing for daily grind-tour and high-end 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

Marketing Representative (non-licensed junkets)

Atlantic City, NJ

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

Education Certifications & Training:

- University of Nevada Las Vegas, International Gaming Institute, G2E Training Certificate
- Casino Management Association, Biloxi Mississippi Management Series
- Oklahoma Association of Casino Regulators, Gaming Commissioner Training
- 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.”

- Author of best-selling casino “insiders” 400-page book *“Gambling Man”* (ISBN 978-0615266978 www.GamblingManBook.com) soon to be a major motion picture (see next page)

- 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/Gary_Green_Award_Winning_TV_Spots.htm)







PLEASE EMAIL FOR REFERENCES

(FULL CV/RESUME also available on interactive CD or at www.GaryGreenGaming.com)

Chinese Group to Fund Forthcoming Movie "The Gambling Man"

Terrence Nash+ | Jan 04, 2014 | Comments 0

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A group of Shanghai, China venture capitalists has agreed to provide financial backing to "The Gambling Man", a 2014 movie project of Borsalino Films. The latter recently acquired the rights to the top-selling novel by Gary Green, in which the author chronicled his colorful yet controversial life as a contemporary casino boss.



Lu Nay of Puji Capital disclosed that investors are contemplating on award-winning actor Robert de Niro to portray the title role, but still subject to official talks. Inasmuch as everyone involved in the project wants to ensure financial success for the landmark venture, other formidable actors who would vie for the role will likely be considered.

"The Gambling Man" is a no-holds barred depiction of Green's escapades in the world of casino operations, dating as far back as the last days of Meyer Lansky's gambling empire up to the author's stint as a Donald Trump casino marketing executive. The Borsalino movie outfit considers the story as unique because Green's first-person narrative of his exploits, aims to give casino analysts, investors, operators and players, deeper insights about gambling as a business and not simply as a gaming industry.

After all, Gary Green is well recognized as a seasoned casino manager who practices his profession by utilizing business analytics, risk assessments, predictive modeling and up-and-coming technologies in improving the organization, funding and performance of modern casino businesses.

Should De Niro take on the acting job once officially chosen, this will be the second time the actor will assume the role of a casino boss. The first was in the 1995 American crime drama entitled "Casino", directed by Martin Scorsese.



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Robert DeNiro to Star as Famed Casino Boss in GAMBLING MAN?

December 31 2:15 2014

by Movies News Desk

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DigitalSpy.com reports that Robert De Niro soon star in the big screen adaptation of Gary Green's gambling memoir **GAMBLING MAN** from Borsalino Films. The book features a collection of colorful anecdotes from the life and times of the famed casino boss.

No writer or director has been named for the project but the site reports that DeNiro is being strongly considered for the title role.

The film star can currently be seen in American Hustle and Grudge Match. His upcoming projects include Bag Man, Hands of Stone and The Intern.

In 1974, DeNiro was cast as the young Vito Corleone in The Godfather Part II, a role for which he won the Academy Award for Best Supporting Actor. His longtime collaboration with director Martin Scorsese began with Mean Streets, and later earned De Niro an Academy Award for Best Actor for his portrayal of Jake LaMotta in the 1980 film Raging Bull.

He earned nominations for Taxi Driver in 1976 and Cape Fear in 1991. De Niro received additional Academy Award nominations for Michael Cimino's The Deer Hunter (1978), Penny Marshall's Awakenings (1990), and David O. Russell's Silver Linings Playbook (2012). His portrayal of gangster Jimmy Conway in Scorsese's Goodfellas earned him a BAFTA nomination in 1990.

De Niro has earned four nominations for the Golden Globe Award for Best Actor - Motion Picture Musical or Comedy, for his work in New York, New York (1977), Midnight Run (1988), Analyze This (1999), and Meet the Parents (2000). He has also simultaneously directed and starred in films such as 1993's A Bronx Tale and 2006's The Good Shepherd. De Niro has received accolades for his career, including the AFI Life Achievement Award (2003) and the Golden Globe Cecil B. DeMille Award (2010).