



International Marketing experience in over 125 countries



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Brief Bio for Stephen J. Karoul:

Steve Karoul is recognized throughout the world today as one of the leading Casino Marketing professionals in the industry. Steve is a seasoned casino executive with over 43 years of hands-on experience working for the best casinos in the industry. He is viewed as an authority on every segment of casino marketing covering Table Game Marketing, Slot Marketing, Promotions, CRM, Player Development, International Marketing, Junket Marketing, Casino Hosts / Player Development, Asian and Ethnic Marketing, Special Events, Player Clubs, Cultural Awareness, etc. He is also the originator and developer of "The Casino Marketing Tune Up" and "Collateralized Casino Credit". Steve also understands casino operations and casino development. He was the past President and CEO of the Ciragan Palace Casino, located in an original Ottoman Empire palace in Istanbul, Turkey. The Ciragan Palace was voted as one of the top ten, most elegant casinos in the world at that time by Conde Nast Travel Magazine. At the same time, the Ciragan Palace Hotel was also ranked as the #3 rated hotel in the entire world. Steve also lived in South Africa for two years and helped to position and market the world-famous Sun City Casino Resort internationally in his position of Executive General Manager International Marketing. The world-famous Atlantis Hotel & Casino in the Bahamas was modeled on the Sun City model representing the best in unique, high quality destination resort facilities. Steve has also worked as Senior Vice President of Strategic Casino Marketing for the Las Vegas Sands Corporation and was part of the senior management team that opened the Marina Bay Sands Casino in Singapore. The Marina Bay Sands was a US \$ 5.5 billion project.

Besides the above-mentioned locations, Steve has lived and worked in Hong Kong, Bangkok, Singapore, Macau, the Philippines, South Africa and Turkey. Additionally, he has conducted casino

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marketing activities in over 125 different countries around the world. As a result, Steve understands the obvious and subtle differences of working with and in different cultural and ethnic environments.

Steve has an extensive international network of friends and personal contacts that he has developed and maintained throughout the years. His target market segments in each country included the top 1% - 2% of the most affluent individuals including business, political and royalty. Steve understands casino junkets and has managed junkets, has worked as a Junket Rep and has worked for and with several of the larger Junkets in Asia. In addition, Steve was previously employed for approximately eleven years with Caesars World in various executive level casino marketing positions and for eight years as Vice President of Casino Marketing for the Foxwoods Casino Resort which is the largest casino in the North America. Steve consulted for nine months for the Mohegan Sun Casino which is the second largest casino in North America. Steve also consulted for the Greenbrier Casino Resort in West Virginia. The Greenbrier is the oldest resort in the United States beginning operations in 1778. He has consulted for numerous other prestigious casinos around the world including the Ritz Club in London, the Lucien Barriere Casino Group in France, the Ho Tram Casino in Vietnam, etc.

Steve is also an educator, a lecturer and an author who writes for numerous casino publications including Global Gaming Business, Casino Life Magazine, Kasiknow, Indian Gaming, Casino World, Casino Enterprise Management, and Inside Asian Gaming often injecting his own hands-on experiences. Steve is the Corporate Advisor - Gaming for the Forbes Travel Guide which is known for verifying luxury with their five-star rating program for the finest hotels, resorts, casinos, spas and cruise ships. In addition, Steve is a listed Casino Consultant with the Gerson Lehrman Group Council as well as other advisory groups providing advice to Hedge Fund Managers and Financial Institutions. He has also worked as an expert witness for several of the largest law firms in the world including Baker McKenzie, White & Case, Paul Hastings, etc. and has testified in International Tribunal Arbitration hearings. As a leading independent casino consultant, Steve openly shares many of his innovative ideas with fellow industry peers and aspiring students within the casino industry via industry publications or as a gaming conference guest speaker or seminar moderator.

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