

PLAYER

DEVELOPMENT SUMMIT

Troy Simpson has 15 years of experience in the casino industry. He is currently the Senior Vice President of Innovation at Barona Valley Resort & Casino in San Diego, California. In his position he plays an integral role in keeping Barona on the cutting edge of business concepts and practices across all areas of the operation and in continuing Barona's long standing reputation for innovation excellence.

Previously at Barona, Mr. Simpson held the position of Executive Director of Loyalty Marketing. His areas of direct responsibility included database marketing, players club, casino hosts, guest services, shuttle and bus programs, room reservations, and events and promotions. Specializing in business strategy, execution, process improvement, organizational dynamics, and acquisition and retention marketing, Mr. Simpson has played a key role in Barona's achievement of award winning industry prominence.

His career began with Harrah's Entertainment where he spent 8 years in Tunica, Mississippi, and Lake Tahoe, Nevada, honing his skills in gaming operations and casino marketing.

Mr. Simpson is a proven leader with a natural ability to create positive organizational change. A strong communicator and industry expert, he has been the subject of frequent interviews and has been a guest speaker at a variety of industry trade shows, conferences and educational venues. He earned his BBA with a focus in Marketing at Austin Peay State University in 1992. Entrepreneurial in spirit, Mr. Simpson also worked outside of the casino industry as co-founder/Chairman & CEO of 1-800-OurHome.com.