



MESQUITE GAMING



Christopher Lazzara Vice President of Marketing and Advertising

Christopher Lazzara is vice president of marketing and advertising at Mesquite Gaming. With more than 24 years of casino industry experience, Lazzara has a proven record of accomplishment in planning and leading comprehensive marketing, sales and operational strategies in support of business goals and objectives. In his role, Lazzara is responsible for leading marketing operations and strategies to drive customer growth from the company, which owns and operates CasaBlanca Resort-Casino-Golf-Spa and Virgin River Hotel/Casino/Bingo.

At the helm of marketing efforts for both properties in Mesquite, Lazzara oversees the development and management of marketing plans and forecasts designed to meet all performance metrics, including new customer generation, enhanced customer revenue, profitability and overall market share. Lazzara also oversees the corporation's in-house agency, Diversified Advertising and works alongside Quillin Advertising, Public Relations and Social Media on public relations and social media efforts.

Lazzara joined Mesquite Gaming in 2008 as slot systems analyst, bringing a broad range of casino operations experience to the company. In that role, he oversaw direct mail campaigns, casino promotions development and implementation and assisted in the programming and maintenance of Mesquite Gaming's player tracking system.

With an expansive career in the gaming and hospitality industry, Lazzara has held marketing positions at various Las Vegas casino properties, where he developed and executed marketing and promotional campaigns that focused on delivering and maximizing customer service. **Any additional roles/positions to add here?**

Outside of work, Lazzara enjoys vacationing with his family.

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