

What's In a Title?

THE VP OF LOYALTY MARKETING



I have been writing for Gaming & Leisure magazine for more than 10 years now, and want to thank Jeannie Caruso for the opportunity to contribute! The purpose of these articles

is to give an overview of a day-in-the-life of a Casino Hotel department head - as this article is intended. Also, once a year we compile an annual Salary Survey and hopefully you, the reader, find some value on these pages!

This article is going to visit the Marketing department, where we'll learn about one major casino company's reward program. To assist, we reached out to Jordan Salmon, Vice President of Loyalty Marketing Strategy, MGM Resorts International. Mr. Salmon has been with the MGM for a total of nearly 10 years, including preopening experience at the MGM Macau, and also experience at IGT. Here are his comments:

G&L: Tell us about the MGM properties, and your area of responsibility.

JS: There are 15 MGM Resorts International destinations in the U.S. that are part of our M life rewards program including: Bellagio, ARIA, Vdara, MGM Grand, The Signature at MGM Grand, Mandalay Bay, Delano Las Vegas, The Mirage, Monte Carlo, New York-New York, Luxor, and Excalibur in Las Vegas; Beau Rivage and Gold Strike in Miss., and MGM Grand Detroit.

M life members can earn Tier credits for virtually every dollar spent at our world-renowned properties by spending on the most exciting slots and table games, luxurious rooms and suites, amazing restaurants, and awe-inspiring shows. I can't think of another program that offers this type of depth and breadth of experiences for members. We also are working on leveraging our global network of resorts and entertainment experiences to



Jordan Salmon, VP Loyalty Marketing for MGM Resorts International

provide additional value to our members throughout the world.

G&L: How many people are under you, and who do you report to?

JS: My boss, Josh Swissman, oversees our Loyalty Marketing Division and more than 45

people who are responsible for campaign operations, reporting, analytics, and my area – Loyalty Marketing Strategy. I have 7 amazingly talented individuals on my team who focus on all aspects of strategy, operations, and performance of the M life loyalty program, including our Partnership Marketing efforts and social media. We work with teams throughout MGM Resorts on a daily basis to ensure M life is successful.

Loyalty Marketing falls under the organization of our new Chief Experience Officer (CXO), Lili Tomovich, who recently joined MGM Resorts from MasterCard. She is extremely knowledgeable and focused on the customer, and we are very excited to be working with her.

G&L: Describe a typical day in your work schedule.

JS: I am happy to say that every day brings something new. One day may be focused on preparing an executive summary on the performance of M life. We communicate about program performance on a monthly basis to all VPs at MGM Resorts. The next day might involve meeting with our Casino Marketing Committee and discussing ideas and programs with senior leaders throughout the



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company. Another day may be spent working with the team to think about how our loyalty strategy will shift 5 years from now, and develop appropriate program mechanics. With a number of changes for our company on the horizon, including MGM National Harbor in Maryland and MGM Cotai in Macau, as well as other opportunities here and abroad, our company will look very different in a few years. No two days are the same and that's what makes this role so exciting!

G&L: What are some of your top departmental priorities?

JS: Our top priority is always determining how to better engage our M life members through program enhancements, personalized offers and strategic relationships. We also focus on growing our customer base but not at the expense of providing great service and value to our current members. We do this by evaluating the value proposition of the program and our ability to consistently execute.

We monitor key metrics and results, but we also look at member feedback. We communicate to our members with offers, newsletters and other

program communications in a targeted and relevant way. And most importantly, we ensure our 62,000+ employees throughout the organization are knowledgeable about M life so they can provide the best possible service to our members.

G&L: MGM Resorts has been very successful—please share with us some of your Marketing strategies that helped you attain this success.

JS: I have been extremely lucky to be part of an organization that values innovation, and I have personally been involved with many of them—including our loyalty programs (our first Players Club that developed into M life), and most recently the myVEGAS social game—a partnership with PLAYSTUDIOS, which is led by Andrew Pascal. Players Club was one of the first “one-card” programs in the industry, and FREEPLAY was a big part of its success. With M life we have been able to successfully expand our loyalty program beyond the casino, and provide an integrated program that values all of our members’ spend. myVEGAS has allowed us to introduce our brands to new customers, which creates new demand for our resorts through special rewards.

G&L: Where do you see the future of the industry going?

JS: Changing demographics will necessitate a change in the types of products we offer. We have already seen this with some of the nightclubs in Las Vegas, but it has not yet translated to the gaming floor. I believe we will see more convergence between casino gaming and social games. I am also interested to see how technologies such as BLE (Bluetooth Low Energy) and NFC (Near Field Communication), as well as mobile payments, will impact our industry. There will come a day when I tap my smartphone on a slot machine to earn points, instead of inserting my loyalty program card. It is just a matter of when.

Thank you Jordan for your insights and words of wisdom, and I hope our readers enjoyed it too. If you have any comments or questions I would love to hear from you. Until next issue, have a great year!

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