



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 almost 30 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, Ethnic Marketing, Special Events, Player Clubs, etc. He is also the originator and developer of "The Casino Marketing Tune Up".

Steve also understands casino operations. He was the past President & 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 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.

Besides the above mentioned locations, Steve has lived and worked in Hong Kong, Bangkok and the Philippines. Additionally, he has conducted casino marketing activities in well over 80 different countries. As a result, Steve understands the obvious and subtle differences of working with and in different cultural and ethnic environments. He has an extensive international network of friends and personal contacts that he has developed and maintained throughout the years.

In addition, Steve worked as a Junket Rep when he lived in Hong Kong and also worked for two of the largest Junket Reps in Asia when he lived in Bangkok and in the Philippines. This experience has enabled him to better understand this specialized segment of the casino business. He is a recognized authority on International Casino Marketing and Asian Dead Chip Rolling Baccarat games. Steve was previously employed for over seven years as Vice President of Casino Marketing for the Foxwoods Casino Resort which is the largest casino in the world today.

Steve is also an educator, a lecturer and an author who writes for numerous casino publications including Global Gaming Business, Urbino, Indian Gaming, Casino World, Casino Enterprise Management, and Inside Asian Gaming often injecting his own hands on experiences. Steve is a leading independent casino consultant who can be reached in the United States at (Tel) (1-860) 536-1828, Fax 536-1898 or via E-mail at skaroul@comcast.net or see www.euroasiacasino.com .

For additional information, please [Google](#) search: Steve Karoul