

## Sudhir H. Kalé, Ph.D.



Sudhir H. Kalé, Ph.D., is Professor of Marketing at Bond University's School of Business in Australia. He is also the Co-Director of the Globalisation and Development Centre within the University. Besides having done seminal work in mainstream marketing, Dr. Kalé has published around 100 articles on the feasibility, marketing and management of casinos. His work has appeared in top scholarly journals including *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Applied Psychology*, *International Gambling Studies* and *UNLV Gaming Research & Review Journal*, as well as in leading trade journals such as *Casino Journal*, *E-Gaming Review*, *NA Casino*, *IGWB*, *Inside Asian Gaming*, *Macau Business*, and *Global Gaming Business*. He also serves on the editorial review board of several scholarly journals in gaming, management, and marketing.

Professor Kalé is also the Founder of GamePlan Consultants, a business that offers high level consultancy and training to gaming establishments all over the world. He is widely regarded as an expert in various aspects of casino management such as customer relationship management (CRM), cross-cultural interactions with casino clients, customer service issues, market segmentation and positioning, and customer lifetime value (LTV). A frequent contributor to sites such as [www.urbino.net](http://www.urbino.net), [www.igamingnews.com](http://www.igamingnews.com), and [www.egamingpro.com](http://www.egamingpro.com), Dr. Kalé has worked tirelessly to further the continuing education of gaming executives.

Professor Kalé has conducted over two hundred executive development seminars on a range of topics such as cross-cultural interactions, smart selling, applications of the MBTI in management, applying the Enneagram in organizations, distribution channel management, and providing exemplary customer service. He also trains and consults for various industries on various aspects of organizational diagnosis and development, communication and leadership, corporate culture and culture change, relationship marketing and customer service.

Professor Kale's gaming clients include diverse casino companies such as Marina Bay Sands, Galaxy Macau, Starworld Hotel and Casino, Mohegan Sun, The Olympic Entertainment Group, Sun International, Casinos Austria, Mocha Slots and Crown Casino. He has been a regular speaker at the Global Gaming Expo (Las Vegas and Macau) and at the University of Nevada (Reno) Executive Development Program for senior gaming executives.

Professor Kalé has a Bachelor's Degree in Chemistry from University of Poona, a Masters in Management from University of Bombay, and an M.S. in International Business, and a Ph.D. in Marketing from the University of Illinois at Urbana-Champaign. An eloquent, intriguing, and sometimes provocative speaker, Professor Kalé's views on a wide range of issues have been quoted by media the world over.