

W260 N2968 Steeplechase Drive Pewaukee, Wisconsin 53072  
Home: 262-695-8984 Cell: 262-366-8272 krritchie@earthlink.net

— PROFILE —

## Business Operations and Development, Management and Marketing

*Unique, multi-skilled professional experienced in operations, marketing and business development, management and strategic planning. Natural leader with excellent interpersonal skills, accomplished in organizational team building, problem resolution and establishing operational financial strategies. Extensive background in the development of marketing strategies with a penchant for discovering unique solutions and creative training options.*

— PROFESSIONAL EXPERIENCE —

Potawatomi Business Development Corporation – Milwaukee, Wisconsin  
**Chief Operations Officer/Senior Vice President**  
2005-present

**Highlights:** *Responsible for operations and business development for the PBDC and its affiliates. Build relationships within the tribe, communities in which our tribe and the PBDC have influence, and interact with business partners and clients. Responsible for communications strategy designed to raise awareness and public perception of the diverse nature of the tribe's business activities and results. In addition, provide a key presence and motivation to garner government and corporate business for the operating entities of the Potawatomi Business Development Corporation.*

### **Business Development, Strategic Planning, Sales, Marketing and Communications**

- Responsible for managing all hands-on operational aspects of the company.
- Assist the CEO in ensuring that PBDC goals are met or exceeded.
- Responsible for the day-to-day supervision and decision-making to ensure PBDC success.
- Provide day-to-day leadership and management to implement goals and direction provided by CEO.
- Responsible in assisting to achieve and surpass sales, profitability, cash flow and business goals and objectives.
- Responsible for the measurement and effectiveness of all processes internal and external. Provides timely, accurate and complete reports on the operations of the company.
- Collaborate with the management team to develop and implement strategic planning.
- Motivate and supervise management team in the achievement of operational goals; attract and retain required members of the executive team not currently in place; provide mentoring as a cornerstone to the management career development program.

Potawatomi Bingo Casino – Milwaukee, Wisconsin  
**Assistant General Manager & Director of Marketing**  
1997-2004

**Highlights:** *Planned and executed a community wide political expansion campaign and consequently a \$150-million expansion of casino and bingo hall in 1999. Developed and implemented goals and objectives for new facility in marketing, customer service, management and general business advancement. Increased business during the first fiscal year of operation by 27% and reached a record number over 3 million visitors. Second year operational goals included a 9% increase in net win. In 2004, the casino experienced a 22% increase over 2003, and reached over 4.5 million visitors. Responsible for over \$1 billion in gross revenue and an annual operating budget of \$126 million. Served on Casino Expansion Development Committee in 2004 to plan for \$280 million casino expansion which began in 2006.*

### **Operations • Strategic Planning**

- Ensured overall efficient, credible, sustained and profitable operations.
- Implemented strategic planning, policy development and operational support for all departments.
- Monitored all property activities, ensuring that applicable laws, regulations, and policies were enforced.
- Served as liaison between tribal public affairs and casino, implementing a grass-roots campaign to build community awareness regarding tribal compacts and unique tribal issues.
- Served as Acting General Manager during absence of General Manager.
- Researched and assisted in design and operations of initial \$150 million expansion.
- Initiated casino's first formal strategic direction planning standing behind its mission to create "*The Ultimate WOW! Entertainment Experience!*"
- Introduced the Balanced Scorecard Management Goals Program, a company-wide business development program designed to align all management with the strategic intent of the company.

### **Management**

- Assisted in the day-to-day management of the business along with oversight of twelve department directors, seventy-five managers and an employee base of 1,800.
- Provided strategic direction for department directors and managers, reviewed corporate goals and strategic plans, and maintained a regular performance review program.
- Implemented public relations strategies, overseeing the department's crisis management, media relations, shareholder relations and charitable giving communication's efforts.
- Hired consultant to initiate a comprehensive market study determining size and scope of casino expansion.
- Established employee training benchmark the WOW! Cultural Shift and Customer Service training initiative.
- Created an empowered environment for a marketing team of over 100, encouraging management training, individual growth, and expansion of responsibilities.

### **Business Development**

- Expanded breadth of gaming options including the introduction of a poker room and new games, including Craps, Roulette, and Let It Ride.
- Opened new non-smoking casino, the Sky Lodge, on the upper level of the existing facility – exceeding revenue expectations.
- Spearheaded the development and format of the Northern Lights Theater, today known as one of the nation's finest casino theaters, winning three consecutive WAMI Venue of the Year awards.
- Successfully introduced a live national entertainment program, vaulting the casino into a new category as a destination property.
- Negotiated with Bartolotta Restaurant Group to oversee management of \$25 million food and beverage department including three in-house restaurants and snack bars. The Dream Dance Restaurant received a four-star rating by *Milwaukee Journal Sentinel* Restaurant Critic, Dennis Getto, a 4-diamond rating from AAA and James Beard honors in 2002.
- Co-founded the Forest County Potawatomi Community Foundation, a non-profit foundation committed to giving over \$3 million to community organizations.

### **Marketing**

- Developed plan to build a powerful marketing team with the ability to move the casino into a world-class entertainment arena, increased the size and scope of the department as well as hired numerous staff members including an Advertising Manager, Public Relations Director, Direct Marketing Manager, Guest Services Manager, Promotions Manager, Web Administrator and Entertainment Director.
- Directed Advertising Agencies in the production of corporate and political advertising, featuring the creation of a new brand for Potawatomi Bingo Casino and its launch in conjunction with the opening of new casino in 1999 and re-birth in 2004.
- Developed comprehensive Group Tour and daily line-run shuttle programs.
- Created a Guest Services Department to offer effective one-to-one marketing with over 5,000 premium guests, representing over \$100 million in gross annual revenue.

### **Intergovernmental and Political Experience**

- Participated in political negotiations with the city and county.
- Assisted the Legal and Executive Council to inform and update tribal members on compact negotiations and

political challenges in the Milwaukee area.

- Established relationships with local organizations – GMCVB, Spirit of Milwaukee, Milwaukee Bucks, Milwaukee Brewers, World Festivals, Inc., Wisconsin State Fair – to promote Milwaukee’s tourism potential.
- Nurtured relationships with local politicians, community and business leaders, and charitable organizations.
- Presented the Potawatomi story on behalf of the Potawatomi tribe at numerous association meetings, rotary clubs and other area events.

Pisani, Inc. – Appleton, Wisconsin

**Marketing and Account Services Director**

1993-1997

Sights & Sounds Publishing, Inc. – Madison, Wisconsin

**Director of Advertising and Marketing**

1990-1993

AT&T/L.M. Berry Company – Milwaukee, Wisconsin

**Account Executive**

1988-1990

— AFFILIATIONS, BOARD INVOLVEMENT & AWARDS —

- Visit Milwaukee Convention & Visitor’s Bureau – Board of Directors, Marketing Committee Chair – 1998-2004
- Greater Milwaukee Hotel Motel Association – Board of Directors –1998-2003
- Forest County Community Foundation Board of Directors– Board Chair- 2000-present
- Advancia Corporation – Board of Directors – 2006-2008
- OneProspect Technologies, LLC – Board of Directors – 2006-2008
- Potawatomi Business Development Corporation – Co-founder and Board of Directors – 2002-2007
- Froedtert Hospital Foundation – Board of Directors – 2010-present
- Children’s Health Alliance – Board of Directors – 2009-present
- Milwaukee Public Museum – Board of Directors – 2002-2005
- Indian Gaming Magazine – Board of Directors – 2007-present
- National Indian Gaming Association – Associate Member Board of Directors – 2006-2010
- American Indian Business Network – Advisory Board – 2004-present
- National Center for American Indian Economic Development—Board of Directors – 2012-present
- Native American Contractors Association – Board of Directors – 2008-2010, 2012-present
- Tribal Financial Advisors – Board of Directors – 2012-present
- New Mexico Community Capital – Board of Directors – 2012-present
- *The Business Journal* – 2000 “40 under 40” Member
- *Milwaukee Community Journal* – 1999 Community Achievement Award Recipient
- Greater Milwaukee Convention and Visitors Bureau – 2002 Lamplighter Award recipient

— EDUCATION —

University of Wisconsin—Madison, Bachelor of Arts, 1988

University of Nevada—Reno, Gaming Management Certificate, 2000

— REFERENCES —

Available upon request