



✦ A New Era ✦

In this edition we deep dive into G2E 2023 and an exciting new transition for GGW.

- Introducing the all new look of Global Gaming Women
- G2E panels hosted by Global Gaming Women
- 13th annual Kick up Your Heels
- Networking Highlights
- Sip and Social
- 10 Women Rising in Gaming
- Editors Corner



GGW: Newsletter

Global Gaming Women



A New Look

The official rebrand of GGW was announced at the 13th annual Kick Up Your Heels fundraiser!



Same Mission

GGW continues to support, inspire, and influence the development of women in the gaming industry while sporting its new look.

Social Media —→





GGW:

Introducing the New Look of GGW

In an industry where women are significantly underrepresented, Global Gaming Women is committed to leveling the playing field.

We invite all women, from successful CEOs to up-and-coming professionals, to join our collective and empower each other through vital connections for mutual success. We believe that the time for change was yesterday, but we are determined to seize it now, as every one of us deserves a fair opportunity to succeed.

Please make sure to check out the new [GGW website!](#)
The first time you login, you will need to update your password and member profile.



CASSIE STRATFORD GGW President & Chair
SVP Legal Operations & Regulatory
Compliance Boyd Gaming Corporation



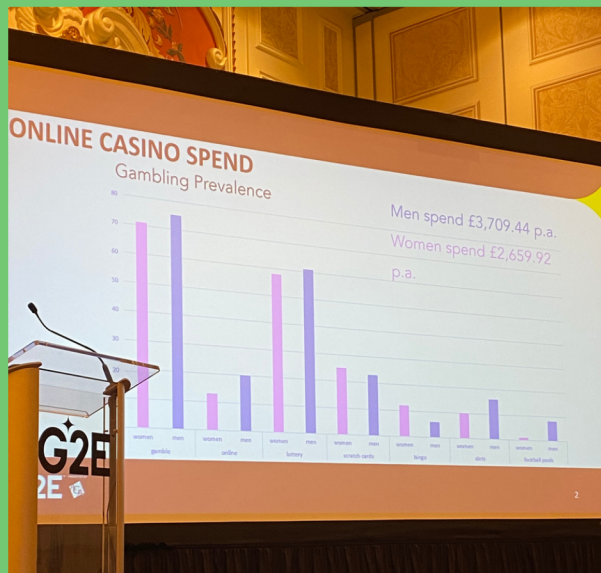
“How Female Gamers are Influencing Game Design”

Global Gaming Women organized a G2E panel led by Carolyn Tomczyk, Senior Director of Art Design at Konami, focusing on the impact of women gamers on casino game design. The panel emphasized the significance of female representation within a historically male-dominated industry, underscoring the transformative discussions that took place.

Moderator: Carolyn Tomczyk, Sr. Director, Art Design at Konami

Panelists:

- Kimberly Cohn, Senior Director of Game Design at Light & Wonder
- Helen Walton, Chief Commercial Officer at G. Games
- Francine Maric, Gaming Blogger and Influencer known as Lady Luck HQ



GGW:

“Lessons in Leadership: The GGW Model”



Global Gaming Women organized an educational panel led by Lauren Bates, the President of Global Gaming Women in 2024. The session focused on strategies for retaining top talent and creating conducive work environments for women. This discussion was informed by Leanin.org and McKinsey & Co.'s 2023 "Women in the Workplace" report, which revealed several key findings. Despite a gradual increase in women in C-suite positions from 17 percent in 2015 to 28 percent in 2023, women, especially women of color, continue to be underrepresented in corporate pipelines. Progress has been notably sluggish for women at the managerial and directorial levels, creating a bottleneck in the career progression of the majority of women in corporate America. The report highlighted that the most significant workplace barrier women face is not a glass ceiling preventing them from reaching top positions, but a "broken-rung" issue, particularly evident at the first critical step up to manager. In 2023, for every 100 men promoted from entry level to manager, only 87 women were promoted. This gap was even wider for women of color, with only 73 women of color promoted to manager for every 100 men.

Moderator: **Lauren Bates**, Global Gaming Women President

Panelists:

- **Cassie Stratford**, Senior Vice President of Legal Operations and Regulatory Compliance at Boyd Gaming
- **Christie Eickelman**, Vice President of Global Marketing at Gaming Laboratories International, LLC
- **Anika Howard**, President & CEO of WondrNation



“Gamechangers: Gaming’s Trailblazing Women”

In this panel, prominent female executives from the gaming industry came together to celebrate the undeniable female talent and pioneering figures who are making significant strides in the field. The discussion was spearheaded by Melissa Aarskaug, the Vice President of Game Sales at Gaming Laboratories International, LLC. This inspiring conversation provided valuable insights to the audience, shedding light on the remarkable journeys of these accomplished women.

Moderator: **Melissa Aarskaug**, Vice President of Game Sales at Gaming Laboratories International, LLC

Panelists:

- **Debi Nutton**, Board Member at Everi Holdings Inc.
- **Julie Cameron-Doe**, Chief Financial Officer at Wynn Resorts





13TH ANNUAL

KICK UP YOUR
HEELS

\$440K+
FUNDS RAISED

600+
ATTENDEES



The 13th annual Kick Up Your Heels event was a remarkable success, breaking records. Global Gaming Women introduced their fresh and modern brand, signifying the evolution of GGW on a global scale. This event marked the beginning of an exciting new chapter and generated enthusiastic praise for the direction GGW is heading in.

GGW awarded 10 G2E scholarships

Each scholarship included an all-access pass to the educational panels at the conference and a ticket to Kick Up Your Heels!

Check out the new
GGW website
here!

Thank you to our
event sponsors:
Wynn Resorts,
Coca-Cola,
Aristocrat Gaming,
and
Kirkland & Ellis!



KICK UP YOUR
HEELS

Congrats to the 2023 Patty Becker Award Honorees!

Each year Patty Becker recognizes women in the gaming industry for their significant contribution to the Global Gaming Women Mission. Congrats to this year's honorees.



2023 Honorees:

Sue Schneider: VP, Strategy & Growth/Americas, SBC Gaming

Siobhan Lane: EVP & CEO, Gaming, Light & Wonder

Tashina Lazcano: Dir. of Marketing & Communications, Konami Gaming Inc.

Brooke Fiumara: Co-founder & CoCEO, OPTX

Erica Okerberg: Vice Chair, Global Gaming Practice, Greenberg Traurig

Grianne Hurst: Group Director of Corporate Affairs, Entain



KICK UP YOUR
HEELS

Networking Highlights





KICK UP YOUR
HEELS

Networking Highlights





THANK YOU to all of the 2023 Kick-Up Your Heels Sponsors!

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400+ ATTENDEES

GGW's in-person Sip & Social event proved to be another resounding success that fostered valuable connections and empowered over 400 attendees with insightful discussion and networking opportunities.

The Keynote Speaker, Sandra Douglass Morgan, President of the Las Vegas Raiders of the National Football League, joined the group for a fireside chat centered on her journey throughout the gaming industry that ultimately led to her current tenure as the first black female team president in the NFL.

In addition, this event also celebrated the honorees of CDC Gaming Report's "10 Women Rising in Gaming", in partnership with Global Gaming Women.





Networking Highlights

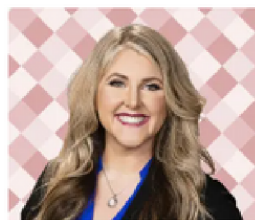


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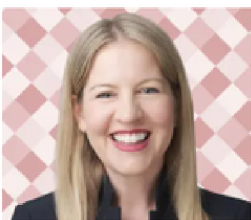
CDC
GAMING REPORTS



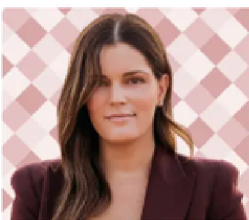
RECOGNIZING
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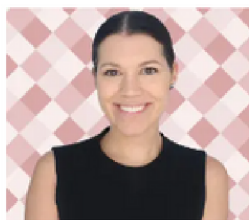
[Lauren Bates](#)



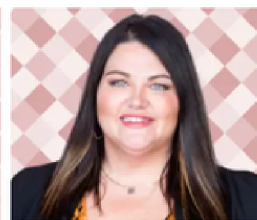
[Cait DeBaun](#)



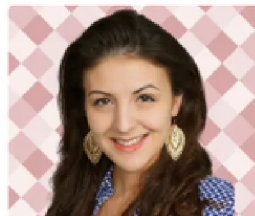
[Brooke Fiumara](#)



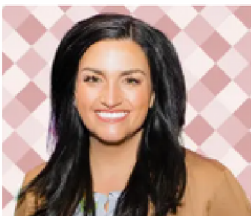
[Bronwen Gregg](#)



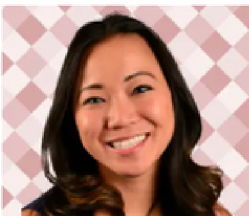
[Erica Kosemund](#)



[Tashina Lazcano](#)



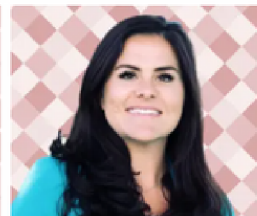
[Lauren O'Brien](#)



[Tiffany Sides](#)

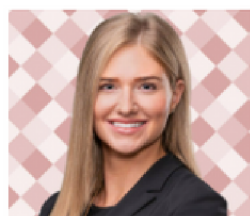


[Jessica Welman](#)

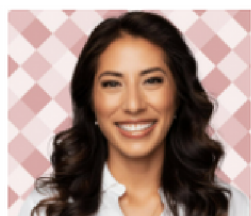


[Kate White](#)

INAUGURAL CLASS



[Kelci Skye Binau](#)



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[Nicole Bartz Metral](#)



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[Caroline Ponseti](#)



[Fiona Power](#)



[Meghan Sleik](#)

CLASS OF 2023





Editors' Corner

HUMAN CONNECTION

Our experience at the Global Gaming Expo (G2E) was truly unforgettable, and one of the highlights for us was the opportunity to meet people in person, especially those we had collaborated with over the past year. In today's digital age, where virtual meetings and communication have become the norm, the chance to meet face-to-face is a rare and cherished occasion.

Share with us!

We would love to see your Global Gaming Women moments during G2E. Scan this QR code to upload your photos!



Thank you!

A big thank you on behalf of all GGW to our rebrand partner - Landor & Fitch! Their pioneering work in shaping the global gaming women rebrand. We could not be more grateful for their dedication and creativity.

Questions or Comments on the Newsletter?
Contact [Brooke Fiumara](#) or [Nicole Metral](#).

GGW: REBRAND APPRECIATION

LANDOR & FITCH

Thank you to Landor & Fitch for the creation of Global Gaming Women's new brand image.

None of this would be possible without the support of our amazing Sustaining Sponsors who have committed their long-term support to GGW, enabling us to deliver on our mission.

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