

# GGW:

Global Gaming Women



**Featuring the latest GGW happenings  
and a special recap of 2023!**

Social Media —→





GGW is gearing up for its 8th year of Lean-In Circles, commencing in 2024. We received an impressive 159 applications from individuals wanting to join a circle, resulting in the formation of 22 new circles, including 4 on an international scale! Our moderators were trained in-person at IGT and virtually in mid-December!

Congratulations to the newest Lean-In Circle Moderators at Global Gaming Women! The enthusiasm and expertise of these amazing individuals promise a bright future for GGW's upcoming cycle of Circles.

A heartfelt appreciation to IGT for graciously hosting, and to Simmons Group for their invaluable training and education support!







## Eastern Leadership Development Conference September 2023

GGW held the Eastern Leadership Conference at Hollywood Casino in Grantville, Pennsylvania where 20 women participated in two full day sessions designed for boosting management and leadership skills.

Parx Casino hosted a special happy hour event for the conference attendees on the first night.





# GGW: Eastern Region W Conference September 2023



This W Conference was held at Hollywood Casino in Grantville, Pennsylvania in September. This program featured 11 senior-level women in gaming, hospitality, and supporting industries. The exclusive two and a half day training program centered on leadership and personal growth for professional and personal improvement. The event included a special appearance by Zara Alayan, Harrah's Philadelphia SVP & GM, as a Round Table Expert.





## Leadership Foundations Conference Recap from Oklahoma October 2023

GGW hosted 19 women at the Leadership Foundations Conference in Tulsa, Oklahoma in October. This conference serves as a stepping stone into GGW's educational programming, focusing on women interested in gathering skills for advancement.

Thank you to our conference host and dine around hosts!

### Conference Sponsor:

J. Kurt Williams, CPA, CEO & Co-Founder of Casino Cash Trac

### Dine Around Hosts:

Erica Kosemund - Choctaw Nation of Oklahoma

Cortney Luvera - The Coca-Cola Company

Melissa Cox - Gaming Capital Group, LLC

Lorrie Bamford - ECL Entertainment

April Herring - Choctaw Casinos & Resorts

Molly Hart - Gaming Capital Group, LLC



**GGW:**  
Global Gaming Women

**20  
23**

**RECAP**



Dear Readers, Dear GGW Members, Supporters and Friends,

As we bid farewell to the remarkable year that was 2023, it is with great pride that we pause to reflect on our incredible journey. The strides made by Global Gaming Women in the past year have been nothing short of extraordinary, and we are thrilled to share the highlights of our collective achievements.

During this year's Kick Up Your Heels event at G2E, we unveiled a new chapter in the GGW story by introducing a refreshed brand. Our new brand includes an updated look and feel and was punctuated with the exciting debut of a new, user-focused website. These changes pay homage to our past while modernizing our image and reinforcing our commitment to innovation and progress for the unique individuals that make up the gaming industry. We also successfully launched this GGW newsletter, a platform that has become a tool for us to connect with our growing community. With a total of five releases throughout the year, the newsletter has proven to be a valuable source of information, insights, and connection for our members.

Most importantly, we were able to serve our members with critical access to professional education and development opportunities. In 2023, we were able to offer seven in-person GGW educational conferences, host over 11 industry events, offer 11 Virtual Master Classes, and provide the platform for over 300 women to participate in mentorship circles and other development opportunities. These events provided an opportunity for knowledge exchange, networking, and skill development, contributing to the professional growth of women in gaming. And thanks to the continuing support of our generous sponsors, we were able to award educational scholarships with a total value over \$400,000. These scholarships not only empower individuals to embrace opportunities to improve themselves and our industry, but also play a pivotal role in shaping the future leaders of the gaming industry.

Because of the efforts of our board, volunteers, members, supporters and sponsors, we are thrilled to report substantial growth in our membership, with an impressive 62% increase in the United States and a 30% rise internationally—we are now comprised of over 7,000 members across 30 countries. This surge in membership is a testament to the impact and importance of the GGW community on a global scale. As we stand at the threshold of a new year, we do so with optimism and enthusiasm for the future. The successes of 2023 lay a strong foundation for the continued pursuit of GGW's mission. We remain steadfast in our commitment to supporting, inspiring, and influencing the development of women in the gaming industry.

Thank you for being an integral part of the Global Gaming Women community, and here's to another year of growth, achievement, and positive impact to our industry overall.

With warm regards,



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

# Thank you to the 2023 Board of Directors!



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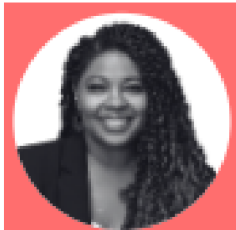


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**Brandi Ellis**  
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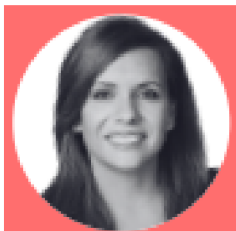
**Carmel Gonzales**  
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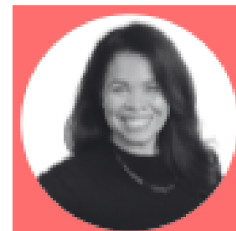
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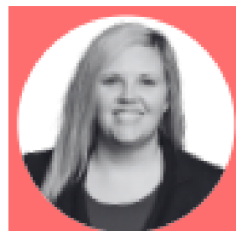
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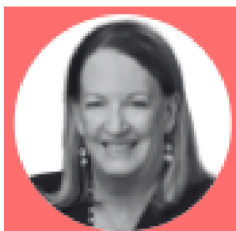
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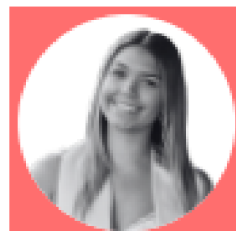


**Virginia McDowell**  
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ADMINISTRATION**



**Kelly Hatch**  
Executive Director



**Samantha Haney**  
Operations Coordinator



# GGW: ANNUAL REPORT

Global Gaming Women

9

GGW  
COMMITTEES

1. DIVERSITY, EQUITY & INCLUSION
2. EVENTS
3. EDUCATION
4. FINANCE
5. KICK UP YOUR HEELS
6. MARKETING
7. MEMBERSHIP
8. MENTORSHIP
9. NOMINATING & GOVERNANCE

SCHOLARSHIPS

164

AWARDED

IN PERSON  
EDUCATIONAL

7

CONFERENCES

EDUCATIONAL

\$410,000

SCHOLARSHIP VALUE



35%

Of GGW funds donated  
back to the community  
through education!

## GGW: MENTORSHIP



2017

11 domestic  
circles

2018

13 domestic  
circles

2019

08 domestic  
circles

2020

09 domestic  
circles

2021

18 domestic  
circles

2022

12 domestic  
circles

2023

16 domestic  
circles01 international  
circle02 international  
circles02 international  
circles
[View Full Report](#)

# GGW: 2023 In-Person Events

Co-Hosted with  
WISE the  
Inagural Women  
of Inspiration  
Event in Las  
Vegas with 300  
attendees

Networking  
Breakfast at the  
Canadian  
Gaming Summit  
& ICE

GGW networking  
events and panel  
discussions in  
Malta, Gibraltar,  
and Austailia

Mimosa  
networking event  
at SBC Barcelona



**GGW:** Sip &  
Social

Over 400  
attendees



KICK UP YOUR  
**HEELS**

\$440,000 raised  
and over 600 in  
attendance



# GGW: Other Highlights in 2023

Held 11  
Virtual Master  
Classes (VMC)!



Special Thank  
You to Lorrie  
Bamford for  
making all of the  
VMC's a success!

Started Virtual  
Townhalls

Started  
quarterly  
Newsletters

# Member Feature

## Christie Roser

Chief People & Culture Officer  
Aristocrat

Years in Gaming: 13

Years in GGW: 8

**GGW Role:** Co-Chair International Sub-Committee / GGW Lead in ANZ



Can you share a bit about your journey in the gaming industry and how you became involved with Global Gaming Women (GGW)?

I joined the industry almost 13 years ago now leading People & Culture for Aristocrat's creative studios. At the time that was a few hundred people primarily in Australia the US and India. Today I lead our People & Culture team across the Aristocrat group of companies where we have almost 8000 people soon to be 9000 plus in countries all around the world including those above and places like Spain, Israel, Ukraine and Canada just to name a few. I first attended a GGW event (kick up your heels) as part of G2E and was in awe at the amount of talented capable women in one room so I knew I wanted to be part of that. After starting up a similar organisation in Australia called Women in Gaming & Hospitality I was thrilled at the opportunity to be part of bringing the GGW to brand to life outside the US and creating moments that matter for the many talented women in our industry outside the US.

As a member of GGW, what role do you see yourself playing in promoting the organization's mission and encouraging more women to pursue careers in the gaming industry?

I feel very fortunate to work for Aristocrat where I have been given opportunity after opportunity to grow my career and develop new skills but I know that's not the reality for many women in our industry so I want to leverage the great work of those before me to really put GGW in the spotlight outside of the US and enable others to accelerate their careers in this incredibly diverse industry.

As a member of GGW, how do you envision your ongoing role in contributing to the organization's global expansion, and what goals do you have for fostering diversity and inclusion on an international scale?

This is what I am all about. I want to help put the G (global) in GGW.

“ I want to help put the G (global) in GGW ”

The gaming industry can vary significantly from one country to another. How has GGW adapted its resources and programs to address the unique challenges and opportunities faced by women in gaming in different parts of the world?

I think this is a work in progress but the most exciting part is the commitment of everyone involved to achieve this. Offerings that work in one market won't always resonate in others so we need to work to get the balance right between local activities that are meaningful in home markets with global activities that can really expand our horizons and open us up to different ways of thinking. This is something I personally want to champion in my role on the GGW international Committee.

GGW emphasizes the importance of a global network. How have you personally benefited from connecting with women in the gaming industry from various parts of the world through GGW, and how has this impacted your professional growth?

Leading People & Culture for a global organisation with a significant US employee population many of the connections I have made through GGW have helped me better understand the nuances with US market and talent practices. Connections with people like Christie Eikelman, Lauren Bates and Kelly Hatch not just about GGW but about a broad variety of topics across our industry have been super helpful in enabling me to navigate my way around the world. More recently I also had the pleasure of working closely with people like Grainne Hurst and Kimberley Broad and that is really helping build my European knowledge base with a outside Aristocrat perspective.





## 2023 EDUCATION HIGHLIGHTS

In 2023, GGW offered four separate programs built on an Education Pyramid of course curriculum, business skills and personal growth. Seven in person conference were held in Las Vegas, NV, Grantville, Pennsylvania and Tulsa, Oklahoma.

In total, 164 women attended these programs with scholarships!

### Western Leadership Conference

The 2023 programming series began with a two-day Western Leadership Development Conference in Las Vegas at Suncoast, targeting supervisor-level women in the gaming industry. Focused on enhancing management skills, the conference emphasized communication, leadership styles, critical thinking, and workplace decision-making.



### Western W Conference

In April 2023, Konami organized the Western W Conference in Las Vegas, part of the 2023 educational series. Limited to 24 senior-level women in gaming, hospitality, and supporting industries, the exclusive 3-day training program centered on leadership and personal growth for professional and personal improvement.



## W Alumni Conference Recap

GGW held the W Alumni Conference in Las Vegas at Konami in June, featuring 19 women who have participated in the W Development Conference in the past. The 2-day alumni event focuses on how members can “pay it forward” and invest in GGW opportunities for existing and future members.



## Las Vegas Leadership Foundations Recap

The Leadership Foundations Conference in Las Vegas at Konami in July celebrated outstanding gaming professionals, with 34 women participating in two full-day sessions focused on acquiring foundational skills for career advancement.



# Editors' Corner: Farewell 2023

One goal of the Marketing Committee this year was to bring Newsletters to GGW.

We hope you have enjoyed reading them as much as we have enjoyed putting them together and showcasing all the fabulous women at GGW.

We are excited for 2024 and beyond!

A big heartfelt THANK YOU on behalf of the entire GGW community to Kelly Hatch!

As the Executive Director of GGW, she has been instrumental to GGW's success and growth over the years and we cannot thank her enough for all she does.



**Brooke Fiumara**  
co-Founder & co-Chief  
Executive Officer  
Optx



**Nicole Bartz Metral**  
Corporate Counsel  
DraftKings



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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