

Biography

John P. Goetz

Editor-At-Large, Gaming & Leisure Magazine

Principal, High Desert Consulting Services

John Goetz has spent the last two decades in the gaming and hospitality industry. In 1986, he started working at a subsidiary of IGT called EDT. EDT created one of the first player tracking systems in the industry. It was here that he learned the intricacies of gaming operations, operations management, and IT and has been involved with the industry ever since.

Soon after EDT, John moved into gaming and hospitality consulting with Arthur Andersen where he managed a business consulting practice based in Las Vegas. He worked with several industry giants such as Boyd Gaming where he worked on a system selection and implementation project involving property management, casino marketing, and slot accounting. He also worked with the MGM Grand in both Las Vegas and Detroit (before it become MGM Mirage) where he worked as an operations consultant. John has also been key to other projects in the industry involving system selections, implementations, and business operations process reviews and re-engineering. These projects involved extensive review of the current business operations within all departments of the casino, analysis, and communication of the processes. In early 2002, John started working for Bally Technologies where for the next three years he was the Director of Software Development overseeing the SDS and CMP product lines. John created Bally's Professional Services Division where he started several service lines including the SDS Floor Audit that ensures the communication between the floor and SDS is running smoothly. John performed these audits for properties such as Harrah's, Boyd Gaming, major casinos in Puerto Rico, Aruba, and the Bahamas.

Since his days at Arthur Andersen, LLP and Bally Technologies Inc, John has returned to consulting as a Principal at High Desert Consulting Services, Inc. John is also the Editor-At-Large of the industry's leading management journal. This journal, Gaming and Leisure Magazine, is published three times each year and has an average circulation of 14,000 in 40 different countries. John is a published author and has two books scheduled to be available soon. The first, "Creating the Perfect RFP to Make a Salesman Cry" is due out in September of 2008 and "Managing Application Software Implementations Without Going Grey" is due out early 2009. John has spoken at several gaming and hospitality conferences in the United States and internationally and is also heavily involved with TribalNet – a yearly gaming IT and operations conference focusing on the Native American gaming market.

John's contact information

775-762-4982

john@highdesertconsultingservices.com

john@gamingandleisuremagazine.com