

Rob D. Bone  
Vice President of Marketing

Rob Bone is Vice President of Marketing for WMS Industries, overseeing all aspects of market research, advertising, promotions, interactive, public relations and trade shows. Mr. Bone has led all product marketing initiatives, including the introduction of Transmissive Reels, Sensory Immersion Gaming and Community-Based Gaming. He also drove WMS' new branding initiative in 2006, including the company's new logo, audio signature and tagline.

Prior to joining WMS, Mr. Bone held various positions in marketing and finance at Harrah's Entertainment and the MGM-Mirage. Mr. Bone has a MBA and Bachelor's Degree in Marketing from the University of Nevada, Las Vegas.