

# ROBERT R. RUSSELL, GAMING ANALYST



Robert Russell is a governmental and business consultant whose practice primarily focuses on the casino gaming industry. Russell assists in developing compliance systems to ensure that companies remain compliant. His expertise includes casino supplier licensing, licensing transfers, non-compliance appeals, Internet trademark licensing agreements, issue management, association management, legislative monitoring, and lobbying.

## EDUCATION

- Michigan State University (B.A., 1997)
- University of London, School of Economics (Foreign Study Program, 1996)
- University of Edinburgh (Foreign Study Program, 1996)

## HONORS & RECOGNITIONS

- Judge, Gaming & Technology Awards, Global Gaming Business Magazine, 2006—Present
- Founder, Detroit/Windsor Casino Management Association Chapter (2001-2003)
- Global Gaming Expo, Conference Advisory Board (2002-present)
- Legal Marketing Association, Your Honor Award 1999, First Place, Strategic Marketing

- Crystal Award (top honors) for the content and success of the Michigan Gaming Law Web site, Public Relations Society of America 1998
- The successful licensing of gaming and nongaming companies under casino regulatory system throughout the U.S. and Canada
- Oversaw and coordinated the gaming licensing compliance process for the acquisition of a gaming industry supplier by a large publicly traded entity
- Established first casino professional association outside of Las Vegas, Nevada, for casino operator and supplier companies
- Established first trade show and conference for Michigan casino industry

## PRIOR EMPLOYMENT & PROFESSIONAL ORGANIZATIONS

- Fraser Trebilcock Davis & Dunlap, P.C. (1995-2007)
- Casino Management Association – Founder of Detroit/Windsor Chapter
- International Association of Gaming Attorneys (Non-lawyer)
- Michigan Registered Lobbyist (2002-present)

## OTHER PROFESSIONAL EXPERIENCE

- Assist financial institutions with regulatory compliance matters
- Casino Supplier Consultant with experience in 72 Jurisdictions in licensing, appeals and renewals
- consult casino suppliers on multi-jurisdictional licensing matters
- Conduct compliance analysis testing to ensure casino supplier processes are cost effectively managing multi-jurisdictional licensing matters
- Monitor casino gaming developments in Midwest for gaming operators, suppliers, financial analyst and media
- Monitor of Michigan governmental agency and legislative activities for businesses, municipalities and associations
- Consult businesses on SDD and SDM liquor licensing

issues for on and off premise use

- Advisor and facilitator for non-profit association activities

#### PUBLICATIONS

- Co-Author, The Michigan Gaming Law Legal Resource Book, First & Second Edition
- Co-Author and Editor, The Michigan Gaming Law Newsletter, (Vol 2 – Vol 15)
- Author, "Motown Milestone: Detroit Casino Market Celebrates 10-year Anniversary," Global Gaming Business, Vol. 8, No. 5, June 2009
- Author, "Michigan Gaming Industry Forecast," Casino Enterprise Magazine, January, 2009
- Author, "Michigan Gaming Industry 2008 Forecast", Casino Enterprise Magazine, January 2008
- Author, "Know Your Customer: Gaming Suppliers Must Examine Every Transaction to Remain in Regulatory Compliance," Global Gaming Business, Vol. 7, No. 5, May, 2008
- Author, "Convergence of the Slot Machine with the Arcade Experience", Global Gaming Business, November 2007
- Author, "Michigan Gaming Industry 2007 Forecast", Casino Enterprise Magazine, January 2007
- Author, "Online All the Time?: Online Gaming Act Brings New Opportunities", Part I, Global Gaming Business, November 2006
- Author, "Online All the Time?: Online Gaming Act Brings New Opportunities", Part II, Global Gaming Business, December 2006
- Author, "Privilege or Right: Gaming Deserves Predictable and Reasonable Taxation", Global Gaming Business, June 2004
- Author, "Supply Side: Michigan's Supplier Regulations", Global Gaming Business, April 2004
- Author, "Upward Mobility: A Fact of Life in the Casino Industry", Casino Connection, December 2003
- Author, "Detroit's Gaming Monitor: Michigan's Top Regulator Takes New Approach", Global Gaming Business, May 2003
- Author, "Training Retention: Continuing Education is Crucial to Profiting in a Growing Casino Industry", Global Gaming Business, February 2003
- Author, "Compacting What?: A review of the Challenges facing the Native American Class III Gaming Compacting Process", Part 1, Global Gaming Business, November 2002
- Author, "Compacting What?: A review of the Challenges facing the Native American Class III Gaming Compacting Process", Part 2, Global Gaming Business, November 2002
- Author, "Casino Management Association Supports Global Gaming Expo 2002: The Industry's Premier Training and Education Event", Gaming Product Services, July 2002
- Co-Author, "Five years Later: Lessons Learned from Michigan's Commercial Gaming Regulatory System", Gaming Law Review Journal, Summer 2002
- Co-Author, Northern Gaming Resource Guide (1999, 2000)
- Co-Author, "Casino Supplier & Employee Licensing", State Bar of Michigan, Administrative Quarterly, (Summer 1999)
- Author, The Michigan Gaming Law Web site (1997-2008)