



LVE Employee Spotlight

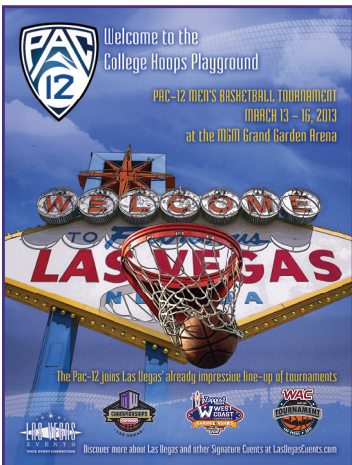
Michael Mack, VP - Marketing and Communications

Michael Mack has been involved in special events for more than 25 years.

Born in Denver, Colo., Michael made his way to Las Vegas in 1995 to attend graduate school at the University of Nevada, Las Vegas. During that time, he started his career in special events by serving as the media relations director for the Las Vegas Invitational, the PGA Tour event held at TPC at Summerlin. In fact, that was the year that Tiger Woods won his first professional tournament.



In 1996, Michael joined R&R Partners full-time and spent the next eight years at the agency. During his stint, he served as the media relations director for the Las Vegas Bowl and the Andre Agassi Grand Slam for Children. In addition, he served on the team that launched the NASCAR event in Las Vegas, as well as the Las Vegas Monorail.



Michael moved on to Las Vegas Events as director of marketing in 2004. He was promoted to vice president of marketing and communications in 2009. Over the past eleven years, he has led the marketing efforts for numerous major events including the Wrangler National Finals Rodeo, FEI World Cup™ Finals, USA Basketball Showcase, America's Party: Las Vegas New Year and many more.



Specific accomplishments in the past year include the development of the Wrangler NFR's relationship and digital marketing platforms, expansion of social media channels, the development of the NFR 360 video portal and all creative executions, including the tagline "There is ONLY One NFR/There is ONLY One Vegas."



Marketing 101 #VegasStyle

Additional projects include the announcement of the USBC/Las Vegas partnership and the creation and execution of the college basketball tournaments branding campaign.

In addition, Michael works with his team and senior staff to spearhead the development of the LVE Strategic Plan and all LVE branding and public relations initiatives.

Michael also stays busy in the community, serving on the Las Vegas Bowl Executive Committee and the Board of Trustees for the Southern Nevada Sports Hall of Fame.



FAVORITE QUOTE

"By failing to prepare, you are preparing to fail."
- Benjamin Franklin

THE MACK FILE

Born: December 4, 1968
Family: Amanda (wife), 2 children (Elle and Jaine)