

Chris Bishop
Senior Director of Corporate Revenue Management
Caesars Entertainment

Chris Bishop has spent the past ten years working in corporate revenue management for Caesars Entertainment. Bishop grew up in the Las Vegas area and graduated from the UNLV MBA program, with an emphasis in quantitative analysis. He spent ten years with Mirage Resorts, where he was introduced to revenue management while working as the hotel projects manager at Treasure Island when it first opened in 1999. There the general manager had heard about a new science called revenue management and asked Bishop to take a newly created position in that area. According to Bishop, “it became a match made in heaven, but the more I learned the more I realized the potential growth that could be obtained through developing an automated process to optimize profits.” About that same time, a small, but upcoming company (Harrah's) had bought the property (Holiday Inn) across the street from Treasure Island, and Bishop heard through the grapevine that they were interested in developing a revenue management system for gaming. So, less than one year after taking on revenue management at TI, Bishop moved into a corporate position at Harrah's Entertainment. He quickly learned about the levels to which revenue management practices could be applied in conjunction with Harrah's loyalty-driven agenda. The rest, you could say, is history in the making. Bishop is married with 7 teenage children.