

Ruben Sigala
Vice President Revenue Management/Business Strategy
Western Division, Caesars Entertainment

During his tenure at Caesars, Ruben Sigala has overseen the operations of the revenue management, business intelligence, pricing, and planning and analysis organizations for the division. Prior to working for Caesars, Sigala worked for two years in the cruise line industry overseeing onboard revenue and planning and analysis teams. Sigala also worked for four years consulting to the financial services industry as part of Ernst and Young's national cash management practice. He has an MBA from Harvard Business School and an undergraduate degree from the University of Kansas.