

**Katrina Lane**  
**Senior VP and CTO, Caesars Entertainment, Inc.**

Katrina Lane is senior vice president and chief technology officer for Caesars Entertainment, Inc. She is responsible for company efforts to create, enhance, and utilize technology to drive business objectives. Specific groups in her area include innovation, gaming, all company information technology, and company websites. She has been recognized by Casino Enterprise Management magazine as a 2010 gaming technology leader, by CIO Magazine as a Premier 100 leader, and her department was a 2010 CIO 100 winner for innovation.

Prior to this role, she was VP of channel marketing. Here she had responsibility for the company's multi-channel marketing and customer communication management initiatives, which are part of building future capabilities for the Total Rewards customer loyalty program and direct marketing efforts. In addition, she was responsible for Internet marketing and all company websites, mobile marketing, e-care, customer analytics, media planning and teleservices/call centers. She was also business lead for multiple technology projects including the implementations of eCare, CCM, Offers Enhancements, and ongoing development of harrahs.com.

Lane has over 17 years of experience in technology and marketing including CRM, online, and direct marketing, in a range of B-to-C businesses. Before joining Caesars in March 2004, Lane was SVP marketing at After Hours Formalwear, a division of May Company. She worked in retail, banking, and online marketing for seven years at McKinsey & Company, and was co-leader of its customer relationship marketing practice. She has a B.S. in Physics from Stanford University, and an M.S. and Ph.D. in Experimental Physics from Cornell University. She is an active member of the non-profit Southern Nevada Musical Arts Society.