

Global Gaming Women Names GLI's Eickelman its New President

Global Gaming Women (GGW) has named Christie Eickelman its new President of its Board of Directors. Eickelman is Vice President of Global Marketing at Gaming Laboratories International (GLI®) and will serve as GGW's Board President for a two-year term.



Christie Eickelman
Vice President of Global Marketing at Gaming Laboratories International
President of Board of Directors,
Global Gaming Women

Ms. Eickelman takes the place of Phyllis A. Gilland, SVP & General Counsel at Golden Entertainment, who served as GGW's president for the past two years. She said, "I am very proud of the number of women GGW has been able to reach out to and affect through the GGW educational and event opportunities GGW has provided, and of how we have grown GGW's presence and structure. I am grateful to have had the opportunity to work with the past and present Board members whose continued support is so important to mission of organization."

Ms. Eickelman was one of the founding members on the Global Gaming Women Board. Previously she served as Vice President & co-chair of the Events Committee. She said as President her primary goal will be to ensure the financial future of the organization:

"Global Gaming Women has a strong

mission statement, and our guiding principles of courage, integrity, and leadership continue to inspire our Board and the women we serve. We are grateful to the many companies and individuals who back GGW, and as we broaden our donor structure, we will ensure we will have the resources necessary to support the development of women at all levels throughout the industry."

Giving back to her community is a passion for Ms. Eickelman. She is a member of the Andson Foundation Board and on the Executive Leadership Committee of the American Heart Association-Go Red for Women Luncheon of Southern Nevada. Recently the Oklahoma Indian Gaming Association honored her contributions to the Indian Gaming Industry with the 2019 OIGA Modern Day Warrior Award.

Ms. Eickelman has been blazing a trail for women to follow in the gaming industry since 1992, first serving as Marketing Manager for Sodak Gaming Inc. and at Wolf Gaming LLC as Vice President of Marketing and Public Relations. She joined GLI in 1999 as Marketing Manager, shaping GLI's brand in North America. In 2001, she was promoted to Director of Marketing and Development, overseeing the North American development team in their daily responsibilities. In June 2007, she was promoted to Senior Director of Worldwide Marketing, and in September 2012, she was promoted to Vice President. As GLI's VP of Global Marketing, she directs and implements all marketing programs for GLI's worldwide locations and for the GLI Group of companies. Her responsibilities include building the corporate brand and establishing and directing marketing functions in accordance with GLI's policies, regulations and sound business practices.

In 2005, she was selected as a Great Woman in Gaming by Casino Enterprise Management magazine, and in 2008, Global Gaming Business magazine named her one of the 25 People to Watch in Gaming.

About Global Gaming Women

Global Gaming Women (GGW) supports, inspires and influences the development of women in the Gaming industry. GGW brings together women from all segments of gaming in an effort to enrich their professional



Global Gaming **Women**

and personal lives. Established by the American Gaming Association to create a broad network that allows peers to connect with their colleagues, GGW's goal is for female gaming professionals to learn from one another, create lasting connections and nurture emerging women leaders. In 2016, Global Gaming Women launched as an independent charitable organization to deliver high impact programs and events on a global scale that support, inspire and influence the development of women in the gaming and lottery industry. ■

Visit GlobalGamingWomen.org for more information.

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