

A portrait of a man with short dark hair, smiling, wearing a blue blazer over a white shirt. He has his hands clasped in front of him and is wearing a watch on his left wrist. The background is a plain, light-colored wall.

NEHME E.
ABOUZEID

KEYNOTE SPEAKER

ABOUT NEHME

IF YOU'VE EVER WONDERED 'WHAT HAPPENS IN VEGAS' FROM A BUSINESS PERSPECTIVE, NOW YOU'LL KNOW.

NEW TO THE SPEAKER CIRCUIT — AND SURE TO BECOME A RISING STAR — VETERAN LAS VEGAS INDUSTRY EXECUTIVE NEHME E. ABOUZEID IS GIVING HIS FRESH TAKE ON THE SUBJECTS OF INNOVATION & CREATIVITY; BUSINESS GROWTH, STRATEGY, & TRENDS; AND MASTERING THE EXPERIENCE ECONOMY.

A LONGTIME EXECUTIVE WITH FORTUNE 500 OPERATORS LAS VEGAS SANDS CORPORATION AND WYNN RESORTS, HE WAS THE FIRST EVER CHIEF MARKETING OFFICER OF THE VEGAS GOLDEN KNIGHTS NHL TEAM, PRO SPORTS' BREAKOUT BRAND OF 2017.

TODAY, AS PRESIDENT OF CONSULTING FIRM LAUNCHVEGAS, LLC, HE HELPS BRANDS OPTIMIZE THEIR LAUNCHES THROUGH DATA-DRIVEN MARKETING, BUZZWORTHY BRANDING TACTICS, AND STRATEGIC INDUSTRY PARTNERSHIPS. HIS WIDE-RANGING TALKS COVER MANY ASPECTS OF MODERN BUSINESS, FROM MARKETING TO OPERATIONS, BUT FOCUS ON HOW TO DIFFERENTIATE AMID INTENSE COMPETITION AND AN EVER-CHANGING MEDIA LANDSCAPE.

"I'VE BEEN ASKED COUNTLESS TIMES OVER THE YEARS HOW LAS VEGAS ACHIEVES A 90% SATISFACTION RATE AMONG VISITORS," SAYS ABOUZEID. "NOW I'VE DISTILLED EVERYTHING I'VE LEARNED OVER THE YEARS WORKING ON OVER \$20 BILLION WORTH OF LARGE-SCALE ENTERTAINMENT, SPORTS, AND HOSPITALITY PROJECTS."

DRAWING UPON AN EARLY CAREER AS A JOURNALIST AND AN MBA — BEFORE NEARLY TWO DECADES OF WORK EXPERIENCE DOING EVERYTHING FROM NEGOTIATING HEADLINER DEALS TO MARKETING THE LARGEST FIVE-STAR LUXURY RESORTS ON THE PLANET — ABOUZEID GIVES LESSONS THAT ARE FUN, RELATABLE, AND INSPIRING TO ALL MEMBERS OF THE ORGANIZATION.

KEYNOTE



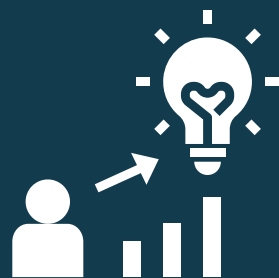
UNIQUE CONTENT

BROAD APPEAL



**UP TO
90 MINUTES**

FLEXIBLE FORMAT



**ACTIONABLE
INSIGHTS**

TESTIMONIALS



"One of Las Vegas's most talented marketers."

—Howard Stutz
CDC Gaming Reports

"Offers real insight into the mechanics of success."

—Oliver Lovat
Denstone Real Estate

"Teaches us how every business is show business."

—Myron Martin
The Smith Center

"An important voice to hear for anyone looking to grow their business."

—SB Nation Radio

NEHME E. ABOUZEID



***"Innovative and creative.
One of the new visionaries."***

—Roger Gros

Global Gaming Business Magazine

**NEHME'S WORK HAS
BEEN FEATURED IN**

The New York Times

THE WALL STREET JOURNAL.

**Bloomberg
Businessweek**

ESPN

**Sports
Illustrated**

**LAS VEGAS
REVIEW-JOURNAL**

NEHME E. ABOUZEID



"He knows what it takes to get noticed — and stay noticed — on the Las Vegas Strip."

—CBS Radio

NEHME IS PROUD TO HAVE CONSULTED FOR AND SPOKEN TO THESE FINE ORGANIZATIONS



— LAS VEGAS —

NEHME E. ABOUZEID



***"Dynamic and compelling...
When he speaks, he is a
must-listen."***

**—Kurt Ouchida
PRSA**

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APPROVED FOR PUBLICATION

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"What happens in Vegas can inspire other organizations."

—Nehme E. Abouzeid