



Sudhir H. Kalé

Sudhir H. Kalé, Ph.D., is Associate Professor of Marketing at Bond University's School of Business in Australia. He is also founder of **GamePlan Consultants** ([http:// www.gameplanconsultants.net](http://www.gameplanconsultants.net)), a full-service marketing consultancy for the gaming industry. He has published over fifty articles on the marketing and management aspects of gaming. Dr. Kalé's work has appeared in top scholarly journals including *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Applied Psychology*, *International Gambling Studies* and *UNLV Gaming Research & Review Journal*, as well as in leading trade journals such as *Casino Journal*, *E-Gaming Review*, *NA Casino*, and *Global Gaming Business*. He also serves on the editorial review board of several scholarly journals in gaming, management, and marketing.

Professor Kalé is widely regarded as an expert in various aspects of gaming such as customer relationship management (CRM), cross-cultural interactions with casino clients, customer service, market segmentation and positioning, and customer lifetime value (LTV). A frequent contributor to sites such as www.urbino.net, www.igamingnews.com, and www.egamingpro.com, he has worked tirelessly to further the continuing education of gaming executives.

Dr. Kalé has conducted over two hundred executive development seminars on a wide range of topics such as cross-cultural interactions, smart selling, applications of the MBTI in management, applying the Enneagram in organizations, distribution channel management, and providing exemplary customer service. He also trains and consults for various industries including gaming on various aspects of organizational diagnosis and development. His clients in the casino industry include companies such as Mohegan Sun (U.S), the HiT Group (Slovenia), the Olympic Entertainment Group (Estonia), Mocha Slot Management Ltd. (Macau) and Crown Casino (Australia).

Dr. Kalé has frequently lectured at the University of Nevada Executive Development Program for senior gaming executives and at the Global Gaming Expo (G2E). He is frequently interviewed by media the world over for his views on gaming and social trends. Professor Kalé has a Bachelor's Degree in Chemistry from University of Poona, a Masters in Management from University of Bombay, and an M.S. in International Business, and a Ph.D. in Marketing from the University of Illinois at Urbana-Champaign.