



A few months after we had taken over management of Resorts Casino in Atlantic City we needed to find out why our additional customer spending was not driving profitability. JSA was recommended by our CFO as he knew that JSA's ability to dig for the data within our system would allow him to quickly pin-point exactly what the issues were with our database. Within a few weeks, JSA's analysis concluded and proved that while we were driving revenue, we were spending on the wrong customer mix which was killing profits.

During the wrap-up to our first analysis meeting Jay laid out the issues, provided a series of connected solutions and produced a pro-forma of the expected program results. Our team was able to program towards our new target customer mix and implemented many tactics that quickly turned our profits around. Within the first few months of these changes, Resorts recorded its first quarterly operating profit in five years and since then we have been able to continue to repeat our success as well.

Jay helped me change the way we did business. He is a proactive coach with a great knack for communicating with executives and line staff as he enables others to see where they are and how they can reach their goals.

Aaron Gomes - *Managing Director, Jupiter's Gold Coast Casino in Australia and former Exec. VP of Resorts Casino, Atlantic City, NJ*