

Renato N. Estacio

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EDUCATION

BA – English literature, Oberlin College and Conservatory of Music, 2001

BMus – Applied Music, Magna cum Laude, University of Nevada, Las Vegas, 2004

MBA – Marketing Concentration, with Distinction, Keller Graduate School of Management, 2008

MMus – Applied Music, University of Nevada, Las Vegas, 2008

EdD Student - ABD, Alverno College, 2022-2024

Certificate of Completion – Alternative Teaching License Program, 2021

New Mexico Teacher License. Endorsements: Mathematics, English Language Arts, Fine and Performing Arts, and Business Education

Berlin Opera Academy, 2022

Graduate Certificate – TESL, New Mexico State University, 2023

WORK EXPERIENCE

Licensed High School Teacher

Highland High School

February 2022 - present

- Geometry
- Algebra I
- Algebra II
- Drama / Theater Arts
- Drama Club Sponsor

Licensed High School Teacher and Test Coordinator

Rio Grande High School

November 2020 – February 2022

- Testing Duties:
 - Coordinate and Manage SAT/PSAT College Board Exams
 - Coordinate and Manage ACT Exam
 - Coordinate and Manage Benchmark College Board Exams
 - Analyze test scores
 - Review and apply accommodations
- Math Teacher
 - Geometry
 - Precalculus
 - Algebra II

Chief Operating Officer & EVP

S4200 | Sidewinders Bar & Grill

January 2015 – present

- Oversee Operations, Strategy, Culture, and Change.

- Oversight of Finance, Business Development, Marketing, PR, Guest Relations, Customer Experience, and Database Marketing.
- Oversight of Entertainment, Restaurant, Food / Menu, Training, Baked Goods, Recipes, Special Events, Community Engagement, Partnerships,
- Maintain Artist retention (100% year over year) for high churn theater. Manage travel and security efforts.
- Highly frequented and award-winning bar turned restaurant in 2020. Location in Nob Hill of Albuquerque.

Customer Experience Manager

Theatro Labs

February 2020 – August 2020, Albuquerque, NM (remote employee located in Albuquerque, NM)

- Partnered closely with Sales Executives build valuable customer relationships
- Identified operational and customer experience pain points and a required Theatro solution to address
- Suggested and implement Theatro best practices to customers
- Assisted customers with product usage
- Determined and executed actions that directly impact the defined success criteria
- Created training and education approaches to drive adoption of the solution
- Analyzed customer data and operations to assist in taking actionable steps to ensure system adoption
- Assisted Sales Executives in building the customer business cases
- Created Casino 101 overview for individuals new to casino field
- Created slot count inventory of casinos across the U.S
- Led checkpoint meetings

Senior Account Service Manager (Client Success Manager) – Client Services

Scientific Games Corporation, formerly Bally Technologies, Inc.

March 2014 – February 2020, Albuquerque, NM (remote employee located in Albuquerque, NM)

- Acted as success/account manager for large portfolio of casino properties across the U.S., understanding customer operations, marketing programs, and corporate strategy
- Trained and consulted customers due to turnover or lack of knowledge on products
- Engaged customers to use, test, and show ROI on bonusing products
- Worked with audit teams to identify discrepancies in audits, machine variances, and technical concerns
- Managed and led projects related to installs, upgrades, and product enhancements
- Analyzed slot performance reports with customers to provide insight on game performance
- Ordered software for games and systems per jurisdictional requirements
- Oversight and administration of project budgets
- Upsold services/products, A/R follow-up and intra-company communication on account activity
- Met with leadership teams on strategic development of long-term plans related to operations and marketing
- Developed and maintained a strong relationship with Bally Accounts
- Provided resolution for open issues that will or could affect the contractual conclusions

- Identified opportunities for additional services and product sales at account sites based on knowledge
- A/R follow-up to ensure accounts are up to date on any outstanding invoices for parts, services and/or maintenance
- Worked closely with the assigned sales rep to ensure that the accounts received demos and timely proposals for product sales

Manager - Market Intelligence/Business Intelligence Product Manager

Aristocrat Technologies, Inc.

January 2012 – December 2013 (2 years) Las Vegas, Nevada Area

- Product manager for business intelligence software
- Product marketing: performed sales presentations, public relations and knowledge transfers; assisted in product rollouts and communications
- Was responsible for Australia/New Zealand and Americas analytics/mathematical models component of genesis product platform
- Worked in conjunction with departmental managers to coordinate development and implementation of department projects to achieve projected goals with respect to quality, schedule and budget
- Managed research, analysis and insight projects using both traditional and new sources of data into actionable business and marketing intelligence items
- Performed competitive slot intelligence on product categories and new slot themes released each quarter and communicated the insights and trends identified to the business
- Built relationships and credibility with internal and external clients in the Americas marketplace including working with key customers to manage ATI product utilization
- Reviewed slot performance reports to establish trends of performance in order to provide recommended changes to games performs regional and local property ad hoc analyses, consulting for sales and customers as needed while promoting products and services
- Helped facilitate Internal/External focus testing projects
- Interacted with customers as needed, traveling to customer sites if needed
- Examined and identify product attributes that correlate with strong and poor performance and also examine product performance over time (Product Life Cycle) and Return on Investment of various categories/themes
- Facilitated tracking of sales, conversions and performance data for ATI's Games (Sales Games)
- Managed the tracking of game performance of the baseline dataset and generate monthly and quarterly reports from this sales/performance database
- Prepared regular SWOT analysis of gaming concepts (slots, tables, poker and systems as needed) from competitors and offerings

Sr. Marketing Analyst

Aristocrat Technologies, Inc.

June 2011 – January 2012 (8 months), Las Vegas, Nevada Area

- Researched product attributes for company database

- Reviewed slot performance reports to analyze products
- Created master database for reporting purposes
- Performed internal focus tests
- Completed analysis of testing outcomes from focus tests
- Tracked games sales, conversions and performance data
- Generated monthly and quarterly reports on sales, conversions and warranty returns
- Analyzed new product performance for widescreen games

Gaming Administrator - Casino Operations

Santa Ana Star Casino

June 2009 – May 2011 (2 years), Santa Ana Pueblo, NM

- Helped develop and lead corporate strategy with GM and Director of Casino Operations
- Managed analytical process and functions, performing weekly, monthly and quarterly trend analyses
- Recommended slot purchases and managed the slot purchase process
- Reviewed competitors' (casinos) product offerings
- Negotiated contracts with vendors for slot purchases
- Developed and administered budgets for slots, table games, poker and beverage service (food outlet)
- Created return on investments (ROIs)
- Worked to ensure operations were efficient and effective
- Advised leadership on leveraging staff capabilities to impact revenue growth
- Developed, implemented and managed corporate strategy, acting as change agent
- Consulted for operations management
- Reviewed internal controls and attended compliance meetings
- Helped complete audits of gaming devices and conduct variance analyses
- Managed systems requirements solicitation to become familiar with systems-related products to propose a system upgrade or conversion (RFP)
- Proposed and executed expenditures for capital budget items
- Supervised slot employees on research, planning, and analysis for slot operations
- Assisted in hiring process when needed (interviewing, selecting and processing paperwork)
- Developed/mentored employees on a personal and professional basis

Consultant/Business Analyst (Business Intelligence)

International Game Technology

May 2008 – May 2009 (1 year 1 month), Las Vegas, NV

- Performed slot and table games analytics for casino management
- Developed marketing strategies with casino management
- Developed slot strategies with casino management
- Created target market segments
- Researched casino market demographics

- Worked as a business intelligence analyst
- Anticipated client needs
- Created slot performance tools
- Developed key performance indicators for clients
- Used objective analytics to determine VIP host marketing program success
- Performed return on investment analysis on promotions
- Created pro and post formas (financial analysis)
- Completed multiple regression analysis to determine impact of hold% and player reinvestment

Director of Marketing and Public Relations

The Las Vegas Philharmonic, Las Vegas, NV
March 2007 – May 2008

- Generated marketing analytics using data mining software
- Managed direct mail functions working with various vendors
- Lead creative, print production, copy writing, mail house
- Managed all sales processes
- Worked with telemarketing
- Performed ticket pricing analysis and revenue monitoring
- Negotiated and managed major corporate sponsorships and development contracts
- Managed all contract negotiations for media, marketing, print and mail, costs and compliance
- Created and managed marketing budget
- Founded and managed the young professionals group
- Coordinated event-related catering for the young professionals

Assistant Director and Consultant

University of Nevada Las Vegas Writing Center
September 2001 – March 2007 (5 years 7 months), Las Vegas, NV

- Oversaw daily operations and scheduling
- Worked in strategic capacity as needed
- Created more efficient operations through cross-training and usage rate analysis
- Managed all marketing, internal and external communications/public relations
- Managed all university outreach activities
- Resolved client and staff disputes
- Hired and trained new student consultants and administrative assistants
- Analyzed usage of clientele based on AccuTrak database system
- Provided strategic input as part of the technology advisory board
- Taught workshops every semester (large and small groups)
- Supervised 2 Writing Center Satellites as needed

CONFERENCE PRESENTATIONS

- SW Political Science Assoc. "Gaming Public Policy Issues in New Mexico: When Technology Impedes Sovereignty," 2012
- Rocky Mountain Peer Tutoring Conference, "Learning Styles and Strategies," 2002

POST SECONDARY AWARDS AND HONORS

- Distinguished Member, National Society of Collegiate Scholars, 2005
- Graduated 2nd in class in UNLV College of Fine Arts (Music, Film, Architecture), 2004
- Phi Kappa Phi, 2002
- Beta Gamma Sigma, Top 2% of UNLV business students, Business - International Honors Society, 2002
- 1st Place, National Association of Teachers of Singing Award – Nevada/Utah District, 2002
- 2nd Place, Accounting National Case Study Competition, 2001
- Donald W. Reynolds, Department of Accounting Scholarship, 2001
- Mary De Vos Opera Scholarship, 2001
- Oberlin College and Conservatory of Music Merit Scholarship (Full-tuition), 1996 – 1999

COMMUNITY SERVICE

- Founder, Executive Director and Board Chair, NM Black Cat Cultural Enterprises, October 2020 - present
- Commissioner of Music, State of New Mexico, 2014 – 2019
- District Director, Metropolitan Opera National Council Auditions, 2016 – 2018
- President, HOA Board of Directors, 2013 – 2014
- Member, Rotary Club, 2013 – 2016
- Project Manager, Treats for Troops, 2012
- Project Manager, Back-to-School Backpacks for Kids, 2012
- Aristocrat Technologies, Inc., Technical Advisory Board, 2012 - 2013
- UNLV Alumni Association Marketing and Membership Committees, 2007 – 2008
- UNLV Technology Advisory Board, 2005 – 2006
- UNLV President's Advisory Council, 2003 – 2004
- Beta Alpha Psi, Treasurer, 2000
- Leadership Retreat Group Facilitator, 2000

LANGUAGES

- English - Native
- French - Elementary spoken and understood. Intermediate reading.
- German - Elementary spoken and read.
- Italian - Intermediate understood.
- Spanish - Elementary spoken and read