



Brian J. Bork

Vice President of Marketing Strategy

Brian joined MGM MIRAGE three years ago and is currently Vice President of Marketing Strategy of MGM MIRAGE, where his current responsibilities include overseeing CRM implementation, Business Insights & Analytics, loyalty programs and branding. Prior to his current position, he was a VP of Marketing for Harrah's Entertainment for five years, and prior to that, a CRM consultant for Accenture for several years.

Brian has an MBA in Marketing from Pepperdine University, a Master of Science in Information Technology, with a concentration in CRM technologies, from The University of Denver, and a BS in Marketing & Finance from Bradley University.