



**Ari Fox,** *VP, Business Development and Executive Producer,* Gameacon LLC



Ari Fox has been a driving force for new developments and ideas for the casino and gambling industry for over 20 years. Having been a part of a consultant business called Fox Marketing, LLC with his brother Ben Fox they created and developed alternative ways to engage existing and new customer bases for the casino industry. Over the past 10 years Ari has immersed himself in the study of esports and video gaming culture. In order to bring more people into the casino he created Gameacon. A consumer comicon type convention with a holistic approach to video gaming fans and culture. To date Gameacon events have only been in casino venues. To further educate and span the gap between the casino/gambling industry and the video gaming industry he is the founder of the Casino Esport Conference or the CEC. The CEC is a two-day educational conference that covers all the ways the gambling industry can reach a younger demographic. The conversation at the CEC begins with esports but expands beyond that to educate about how to connect with the 3 billion gamers worldwide who love to play video games.