

Buddy Frank

*Business Consultant in Slot Analytics, Slot Systems
Implementing New Technology in Gaming*



Raised in Northern Nevada, Buddy has been hooked on gaming since he used crayons to mark his mom's Keno tickets while dining at local casinos in the Reno area. He started covering casinos as a TV journalist in Reno after graduation from the University of Nevada, Reno. After a decade of reporting, he made the transition first to casino marketing and eventually slot operations. After 30 years with various casinos in senior executive positions, he recently retired from Pechanga Resort & Casino in southern California to spend more time with his wife and three new granddaughters. He now runs a consulting service (BF Slot Strategies) where his focus remains on slot performance, systems, analytics and team training. He has taught classes on gaming/marketing in the past with San Diego State and now is doing the same with UNR. His non-gaming interests are cycling, photography, model trains, history, collegiate sports, and fixing his ever-broken sprinkler system.