



Bonnie Vengrofski

Vice President, Marketing Analytics & Technology

✉ Bonnie.Vengrofski@people-principles.com
 🌐 www.people-principles.com
 ☎ 226.444.0184 ext. 20

ABOUT ME: Having gained experience and expertise in the lottery and gaming industry during my tenure at IGT, I decided to join People Principles to further my desire for more jurisdiction-based marketing research. The insights derived from such research are extremely powerful, and I wish to aid in the better understanding of the players, the product, and the markets in which we serve.

EXPERIENCE & EDUCATION

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|----------------|---|
| 2019 | People Principles |
| 2013 - 2019 | IGT |
| 2010 - 2012 | University of South Florida |
| 2019 - Present | Master of Marketing University of South Florida, Tampa |
| 2019 | Bachelor of Business Admin Marketing Concentration St. Petersburg College, Florida |
| 2009 | Bachelor of Education University of South Florida, Tampa |

PROFESSIONAL SKILLS



PROJECTS

I have provided consultative services to more than a dozen US gaming jurisdictions ranging from sales and market analyses, strategic marketing plans, trends and performance benchmarking, and product development recommendations. In addition, I provided primary marketing research project management and conducted internal marketing research activities. Such projects include player segmentation studies, price point optimization, qualitative focus groups and quantitative concept testing.



AS OF 2020...

8 years of experience in the Lottery & Gaming industry with a focus on data analytics and marketing strategies.

Strong analytics professional with a passion for turning data into insights and recommendations.