



# Bonnie Vengrofski

Vice President, Marketing Analytics & Technology

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**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

2019 - Present	<b>People Principles</b>
2013 - 2019	<b>IGT</b>
2010 - 2012	<b>University of South Florida</b>
2019 - 2021	<b>Master of Marketing</b> University of South Florida, Tampa
2019	<b>Bachelor of Business Admin</b> Marketing Concentration St. Petersburg College, Florida
2009	<b>Bachelor of Education</b> 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 2024...**  
 11 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.