



**ANGIE DOBNEY**  
FOUNDER

# Rise Up Revenue Optimization

We partner with gaming companies, traditional hospitality, and entertainment organizations to optimize all areas of hospitality business to drive total spend, while finding new growth opportunities. We help clients work smarter to reach their goals.

Rise Up Revenue Optimization brings strategic business assessments, systems analysis and recommendations, revenue optimization tactics, marketing strategies, and execution expertise to gaming and hospitality companies.

The organization is led by Angie Dobney, who has worked with hospitality and gaming organizations and technology partners around the globe. A partial list of clients follows:

- Cherokee Nation Entertainment
- Eldorado Resorts
- Cendyn
- Agua Caliente Casinos
- Pala Resort Spa Casino
- Seminole Gaming
- Pala Mesa Golf Resort

## HOW CAN WE HELP DRIVE YOUR BUSINESS GROWTH?

We drive total spend at integrated resorts and within hospitality companies, finding new growth opportunities. Our objective is to help clients work smarter to reach their goals.

### Strategic Business Assessments

Our team will come in to speak to your team members to understand how you are operating today; we will make recommendations how to improve your operation.

### Systems Analysis and Recommendations

Rise Up Revenue Optimization can help provide expertise and information to set up additional systems that will be used to help drive revenue and to support operations.

### Revenue Optimization Strategy

Our team can help formulate and execute new strategies for a property to achieve maximized performance and guest satisfaction.

### Pre-Opening Services

We can assist with multiple system selections, project management to stand up software and integrations, create operating procedures, and training the staff to be ready for operations.

### Strategy Execution Expertise

Rise Up Revenue can assist implementing and executing any new strategies that have been set, as well as the implementation and execution of the agreed upon objectives.

### Ongoing Revenue Management Services

We offer expert revenue management services available via an ongoing basis.

### Marketing Strategy

We will analyze your property's current marketing strategy to focus on the cohesiveness on attracting the right customers, while driving profitable business over times where you need the