

THE INNOVATION GROUP NAMES INDUSTRY VETERAN MICHAEL ZHU AS NEW PARTNER AHEAD OF G2E 2017

DENVER -- The Innovation Group (TIG) is pleased to announce that Michael Zhu, senior vice president of the company's international division, has become a partner in the firm. Zhu joined TIG in 2014 as an associate, responsible for operations planning and analysis, and development services in Asia. He has since taken overall responsibility for the company's Asia practice, which he'll continue to oversee as a firm partner, and grown the company's gaming operations services to include data analytics.

"Michael's commitment as a partner of The Innovation Group is the culmination of our decade-long expansion into Asia and global services platform," said TIG President Michael Soll. "We are fortunate to have him as a leader and fixture on our team." TIG Partner Tom Zitt welcomes Zhu's "diligence to clients and staff, and his sense of professionalism."

Zhu began his professional career in the United States as a leadership development associate with Las Vegas Sands Corporation (LVS), where he oversaw a broad array of projects to establish financial planning and analysis for the opening of their resort properties in Macau, China, Singapore, and Bethlehem, Penn. Previously, Zhu worked in various management positions for hospitality agencies and companies throughout the Asia-Pacific region. Zhu holds a Master of Business Administration in Hospitality Management from the School of Hotel Administration at Cornell University and a Bachelor of Arts in Philosophy from Peking University in China. He was a fellow of the United States National Committee on U.S.–China Relations in Washington, D.C., and of the East-West Center in Honolulu. Bringing his experience full circle, Zhu was recognized as a featured professional in the *Global Gaming Business magazine* "40 Under 40" Class of 2015. He currently sits on the advisory board of *Asia Gaming Brief* and on the council of the Macau Gaming Information Association.

"Joining The Innovation Group as a partner is more than I could have dreamed of for a professional path from my roots in mainland China," said Zhu. He is proud to contribute both to the customized solutions TIG offers its clients and to the culture of collaboration the company prioritizes internally with staff and externally with the industry. Zhu added, "As gaming consulting firms increasingly depend on sub-contractors and staff extensions, I'm thrilled to be partner in a company with a permanent, full-time staff dedicated 100 percent to its clients' needs."

Zhu's transition to partner comes as the company prepares for a very busy Global Gaming Expo (G2E), where TIG will be involved in several academic sessions in the G2E Education program, lead numerous talks at the American Gaming Association's (AGA) Innovation Lab and co-produce Emerging Leaders of Gaming events with AGA and G2E. [Click here](#) to contact Michael or other attending staff about meeting at G2E, and to see a schedule of events, please [click here](#).