

MGM Grand Detroit Appoints Christina Bachmann as New Vice President of Marketing

Bachmann brings over 15 years of marketing experience to MGM Grand Detroit

DETROIT MI – MGM Grand Detroit welcomes Christina Bachmann as new Vice President of Marketing. With over 15 years of marketing experience, Bachmann will bring her expertise to the new role to aid in driving the property's marketing strategies forward. In her new position, Bachmann will be responsible for overseeing the development and execution of MGM Grand Detroit's Strategic Marketing plan, with a primary focus on enhancing guest satisfaction and delivering exceptional guest experiences.

"We are thrilled to welcome Christina Bachmann to the MGM Grand Detroit team," shared Matt Buckley, President of MGM Grand Detroit. "Her extensive marketing experience and proven track record make her the ideal candidate to lead our marketing efforts as we continue to innovate and elevate the guest experience."

Prior to joining MGM Grand Detroit, Bachmann spent 11 years with Penn Entertainment where she held various leadership positions, including Director of CRM for the Ohio Valley Region and Director of Advertising. Her extensive experience in the Michigan and Ohio gaming jurisdictions makes her uniquely qualified to lead MGM Grand Detroit's marketing efforts.

Bachmann's appointment comes as MGM Grand Detroit celebrates its 25th anniversary, showcasing the property's commitment to excellence and innovation in Detroit. As part of this commitment, Bachmann will play a vital role in shaping the future of the brand and furthering its mission of providing exceptional guest experiences.

Bachmann's appointment demonstrates MGM Grand Detroit's dedication to diversity and inclusion, particularly in leadership roles within the gaming industry. Her appointment serves as a testament to the property's ongoing efforts to promote gender equality and empower women in leadership positions. Currently at MGM Grand Detroit, 48% of leadership roles are held by women.

"It's an honor to join the team at MGM Grand Detroit as the new Vice President of Marketing," shared Bachmann. "As we celebrate MGM Grand Detroit's 25th anniversary, I am committed to upholding the highest standards of excellence in my role. I look forward to working alongside the talented team here to deliver exceptional experiences for our guests and drive the brand forward."

Bachmann holds a Bachelor of Arts in Public Relations with a minor in English and Marketing from the University of Dayton.

About MGM Grand Detroit

MGM Grand Detroit, winner of AAA's Four Diamond Award, is the city's first and only downtown hotel, gaming and entertainment destination built from the ground up. The hotel features 400 chic and stylish guest rooms, including nine rooftop VIP suites and 56 opulent corner suites. The 147,000-square foot casino includes Detroit's premier poker room, nearly 150 table games, and nearly 2,800 of the hottest slots and video poker machines. Guests enjoy signature restaurants including Detroit's modern steakhouse & lounge, D.PRIME; the hotel's own sports pub, TAP at MGM Grand Detroit; an urban food hall, Detroit Central Market; several bars and lounges; Detroit's premier sports betting destination, BetMGM Sports Lounge; Topgolf Swing Suite; and IMMERSE, the only resort-style spa in Southeast Michigan. More than 30,000 square feet of meeting space hosts everything from large corporate events to intimate black-tie affairs. MGM Grand Detroit is a wholly owned subsidiary of MGM Resorts International (NYSE: MGM). For more information, visit mgmgranddetroit.com or call toll free at (877) 888-2121.

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