

## Graton Resort & Casino Hires Lana Rivera as Vice President and General Manager

*Gaming Industry Veteran, Rivera Brings Nearly 25 Years' Experience to Her Role*

**ROHNERT PARK, Calif. (Nov. 12, 2019)** – [Graton Resort & Casino](#) today announced the appointment of Lana Rivera as vice president and general manager. Rivera, who is an enrolled member of the Muscogee Creek Tribe, brings nearly 25 years of Class II and Class III gaming experience to her new position. In this role, Lana is responsible for overseeing all functions of the business – from marketing to operations to food and beverage services. She will report directly to Greg Sarris, tribal chairman for the Federated Indians of Graton Rancheria.

“We are proud and honored to have hired such an accomplished and qualified general manager as Lana,” said Chairman Sarris. “In addition to her many professional achievements, we’re also proud to have an American Indian woman at the helm of our business.”

Rivera spent the last 15 years with Cherokee Nation Entertainment in Oklahoma, which operates the four-diamond, 454-room Hard Rock Hotel & Casino in Tulsa. After serving several executive roles, including director of gaming operations and director of casino operations, she was promoted to general manager in 2016. Rivera, who oversaw a workforce of more than 1,600 employees, increased market share, exceeded revenue targets and personally rebuilt the senior management team.



Rivera began her career as a card game dealer for Harrah’s Casino in Joliet, Ill. in the 1990s. Since that time, her love for and knowledge of the gaming industry flourished.

“My family’s favorite pastime of playing cards represented the beginning of a long and successful career for me,” she said. “I’m truly excited to apply these years of hard work and dedication to my new role with Graton Resort & Casino. Since opening its doors in 2013, this organization has redefined what it means not only to be a leader in the industry, but also a leader in the community. I look forward to driving our team forward to continue offering the best experiences possible for our guests and our community.”

Known for her hands-on approach to management, Rivera is credited with leading her teams through a full remodel of the Hard Rock Hotel & Casino Tulsa’s casino floor, as well as a full campus exterior upgrade. During her tenure, these and other initiatives were delivered on time and on budget. Rivera is also the designer and patent inventor of two products: card craps and a lighted phone charger/holder.

Rivera is a graduate of the University of Nevada-Reno’s executive development program for strategic leadership in the gaming industry.

### **About Graton Resort & Casino**

Located in Sonoma County, Graton Resort & Casino has a commanding presence amongst rolling hills of Northern California’s wine country. Owned and operated by the Federated Indians of Graton Rancheria, Graton Resort & Casino features table games, the latest slot machines, upscale and casual dining, plus entertainment options for visitors and locals alike. For more information, please visit [www.gratonresortcasino.com](http://www.gratonresortcasino.com).