

MontBleu hires GM with marketing background

Jef Bauer is MontBleu casino's new general manager.

Before taking the job at the Stateline casino, Bauer was vice president and general manager of Golden Casino Group in Black Hawk, Colo., where he was responsible for overseeing all three of Golden's casinos – Golden Mardi Gras, Golden Gates and Golden Gulch. The combined enterprise operated 1,200 slot machines, 25 table games, a 20-table poker room, three restaurants, six bars and 450 employees.

Prior to joining Golden Casino Group, Bauer worked for Majestic Star Casinos, LLC and as executive director of marketing for Hyatt Regency Lake Tahoe Casino. Bauer began his career at Harrah's Reno in 1987 and worked his way from operations positions into corporate leadership roles for Harrah's Entertainment, working as the company's marketing communications director and opening several riverboat and tribal gaming casinos throughout the 1990s.