



MARK FRISSORA

FORTUNE 500 CORPORATE CHAIRMAN & CEO | BOARD DIRECTOR & ADVISOR

ABOUT

Mark is a Fortune 500 business executive, Board Chairman, and non-executive member with 40+ years of experience in senior corporate leadership for both public and private companies with a global footprint.

His 20-year history of leading transformative organic and M&A growth initiatives that has driven global expansion, integrated advanced digital capabilities, and fueled both top-and bottom-line growth for companies with up to 72,000+ employees has led to a robust track record of shareholder value creation.

“

It's not about you, it's all about the team you build. Good CEOs excel at creating and picking the team to build the right culture. Culture cannot be replicated but products and services can be.”

MARK FRISSORA

SOCIAL ACCOUNTS



@MARKFRISSORACEO



@MARKFRISSORA

AS SEEN IN



WSJ

FT FINANCIAL TIMES

FORTUNE

Forbes

FOX BUSINESS



MARK FRISSORA

BOARD AND ADVISORY EXPERIENCE

• WALGREENS BOOTS ALLIANCE

BOARD DIRECTOR AND CHAIRMAN OF FINANCE COMMITTEE | 2009 - 2015

• APTIV PLC

BOARD DIRECTOR; CHAIRMAN OF COMPENSATION COMMITTEE;
NOMINATING GOVERNANCE AND FINANCE COMMITTEES | 2009 - 2019

• MCKINSEY CEO ADVISORY COUNCIL

• HERTZ GLOBAL HOLDINGS INC

CHAIRMAN OF THE BOARD OF DIRECTORS | 2006 - 2014

• NCR CORPORATION

BOARD DIRECTOR, COMPENSATION COMMITTEE | 2002 - 2009

• FMC CORPORATION

BOARD DIRECTOR | 2004 - 2006

• TENNECO AUTOMOTIVE, INC.

CHAIRMAN OF THE BOARD OF DIRECTORS | 1999 - 2006

• CAESARS ENTERTAINMENT CORPORATION

BOARD DIRECTOR | 2015 - 2019

• ARENCIBIA

CHAIRMAN OF THE BOARD OF DIRECTORS | 2018 - PRESENT

• GOODWRX

CO-FOUNDER AND ADVISORY BOARD MEMBER | 2021 - PRESENT

• MEMBER OF:

THE BUSINESS ROUNDTABLE, WORLD ECONOMIC FORUM'S
AUTOMOTIVE BOARD OF GOVERNORS, AND THE G100

EXECUTIVE EXPERIENCE

CAESARS ENTERTAINMENT CORPORATION (NASDAQ:CZR)

PRESIDENT & CEO | FEBRUARY 2015 - APRIL 2019

- Led company out of bankruptcy in 2.5 years to a re-emergence NASDAQ listing without breaking up brands or selling core assets; creditor groups received over 100% back on their investment, preserved equity, as the company went forward out of bankruptcy. As a result, pivoted towards a REIT structure that facilitated global expansion and M&A.

- Conceived restructuring initiatives that led to +812M in EBITDAR (55% growth on a same-store basis) in 2.5 years while EBITDAR margins rose 930 basis points from 18.4% to 27.6% in the same period.

- Cleaned up the balance sheet by restructuring debt and simplifying the capital structure, ultimately resulting in \$1.4B of fixed charge (principal + interest) reductions.

HERTZ GLOBAL HOLDINGS, INC. (NYSE:HTZ)

CHAIRMAN & CEO | JULY 2006 - SEPTEMBER 2014

- Spearheaded the IPO in 2006 as the primary point of contact for investors and media to successfully raise \$1.3B, and paid a special dividend of \$1.32 per share (\$1B in total) to shareholders.

- Reshaped the company from a single on-airport car rental brand to a global market leader with a portfolio of brands that extended across both consumer and business segments on- and off-airport.

- Originated, negotiated, and completed the acquisition of Dollar Thrifty Automotive Group and Donlen, Inc., key growth initiatives that brought the company into fleet leasing while gaining important technology for leasing and car rental.

- Surfaced operational improvements such as centralization of vehicle purchases to generate recurring cost savings; process improvements, and alignment of supply.

- Increased shareholder value by a multiple of 3.6x from the time of the IPO to departure in 2014.

TENNECO AUTOMOTIVE, INC. (NYSE:TEN)

CHAIRMAN & CEO | MARCH 1999 - JULY 2006

- Delivered a 3-year revenue CAGR of 41.9% through top-line initiatives and a refocus of R&D efforts around advanced technologies that strengthened backlog to \$1B at F20050.

- Lowered SG&A from 17% of sales to 12% within 18 months underpinned by \$330M in reduced annual working capital requirements from newly introduced operational optimization initiatives

- Won 2 industry awards for delivering the highest 1- and 3-year shareholder return of any automotive supplier, and tripled the share price by February 2005 (vs. 1999).

- Sourced, structured and closed 2 JVs with Japanese manufacturers that brought in \$300M of new business.

INDUSTRY AWARDS & RECOGNITION

- Mark Frissora championed diversity and gender initiatives both within the companies he ran and boards he governed. Sustainability and giving back to the environment on carbon footprint reductions were initiatives led at Hertz and Caesars recognized by the multiple awards these companies received during his tenure.

- #1 Employee Satisfaction, Travel Advisor, Zagat, Conde Nast Traveler

- #5 on Travel News' List of the 25 Most Influential Business Travel Executives of 2012

- Oliver R. Grace Award for Distinguished Service in Advancing Cancer Research by Cancer Research Institute

SKILLS

GROWTH STRATEGY - STRATEGIC PLANNING - M&A - STRATEGIC PARTNERSHIPS - INTERNATIONAL EXPANSION - SALES AND MARKETING - PERFORMANCE MANAGEMENT - DIGITAL INITIATIVES - BUSINESS TURNAROUND - BOARD COMMUNICATIONS - GOVERNANCE AND ETHICS - REGULATORY COMPLIANCE - INNOVATION MANAGEMENT - GO-TO-MARKET PLANNING





KEY HIGHLIGHTS

\$12.5B

Total shareholder value created at CZR during a successful turnaround from Chapter 11

Tenneco's shareholder value more than tripled and revenues increased

39%

\$330M

Reduction in annual working capital requirements at Tenneco

92%

Record of beating Street earnings estimates during tenure as CEO of publicly traded firms

Hertz-shareholders received a:

3.6

times return on their shares

+\$800M

Improvement in EBITDAR post-restructuring at Caesars Entertainment



**MARK
FRISSORA**

VISIT MARK'S WEBSITE

PRESS VIDEO GALLERY

**CAESARS IN
'BEST' POSITION
FOR SPORTS BETTING,
ABLE TO SET UP
'VERY QUICKLY': CEO
2018**

@CNBC

**POWER
LUNCH
EXCLUSIVE**

MARK FRISSORA
CAESARS ENTERTAINMENT CEO

CNBC

**IT'S A GREAT
LABOR MARKET
IN LAS VEGAS
2018**

@FOX BUSINESS

CAESARS ENTERTAINMENT (CZR)
12.35 ▼ 0.45 (-3.52%)
15.1
13.4
11.7
10.0
8.3
**CEO
MARK FRISSORA
ON MARKET
GROWTH & CLOUD
INFRASTRUCTURE
2018**

@FOX BUSINESS

**BACK FROM
BANKRUPTCY,
CAESARS CEO
SHARES LESSONS
LEARNED
2017**

@FORTUNE

**CAESARS
ENTERTAINMENT
SEEING GROWTH
IN LAS VEGAS
2017**

@FOX BUSINESS

**CAESARS ENTERTAINMENT
SET TO EXIT BANKRUPTCY**

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PRESS ARTICLES

@CISION PR NEWSWIRE

CAESARS ENTERTAINMENT ANNOUNCES COMMITMENT TO ACHIEVE GENDER EQUALITY IN MANAGEMENT BY 2025

2017

[READ ARTICLE](#)

@ABC NEWS

NFL PARTNERS WITH CESARS ENTRETEINMENT IN FIRST CASINO SPONSORSHIP

2019

[READ ARTICLE](#)

@KNOWLEDGE INSEAD

HOW LEADERS CAN MAXIMISE THEIR IMPACTS

2019

[READ ARTICLE](#)

@CISION PR NEWSWIRE

THE BOOK AT THE LING HOTEL & CASINO CELEBRATES OFFICIAL GRAND OPENING WITH NFL HALL OF FAMER TERRELL OWENS

2018

[READ ARTICLE](#)

@HOTEL BUSINESS

HB ON THE SCENE: CAESARS UNVEILS EXCLUSIVE RESORT LICENSING & BRAND OPPORTUNITIES

2018

[READ ARTICLE](#)

@LAS VEGAS SUN

CAESARS EXECUTIVES TO RING NASDAQ'S OPENING BELL

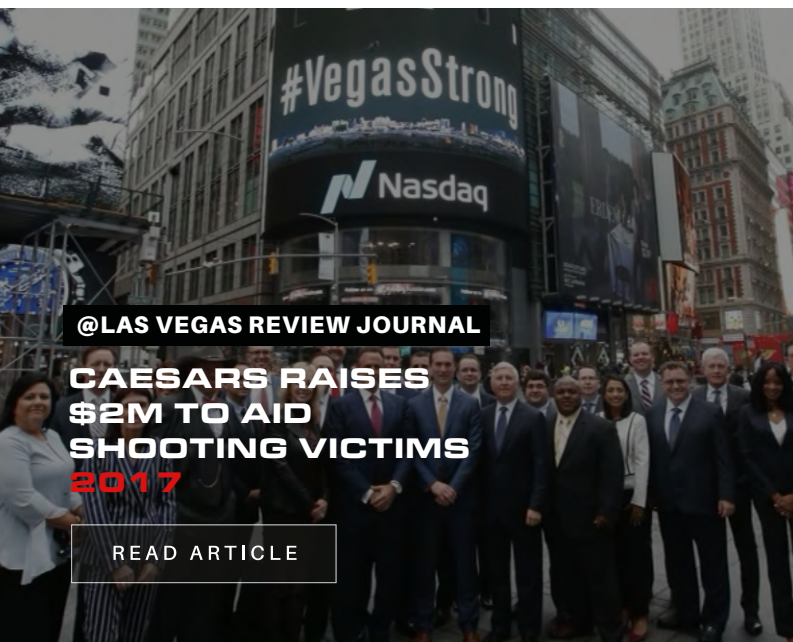
2017

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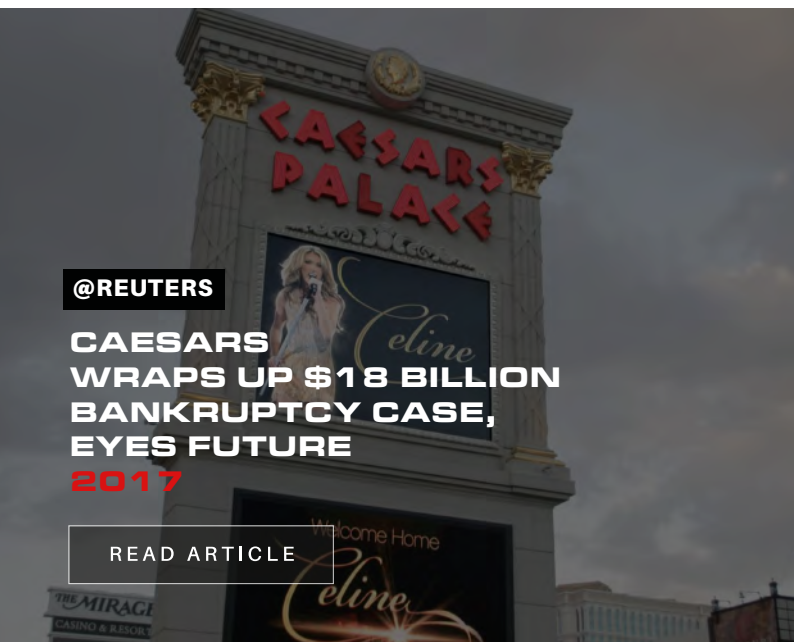
PRESS ARTICLES



@LAS VEGAS REVIEW JOURNAL

**CAESARS RAISES
\$2M TO AID
SHOOTING VICTIMS
2017**

[READ ARTICLE](#)



@REUTERS

**CAESARS
WRAPS UP \$18 BILLION
BANKRUPTCY CASE,
EYES FUTURE
2017**

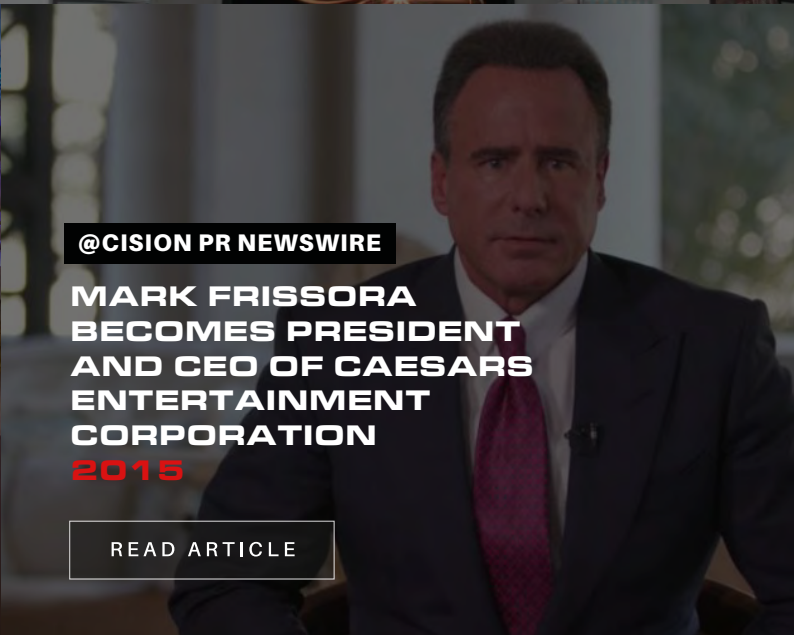
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@THE PRESS OF ATLANTIC CITY

**CAESARS' NEW
CEO SHOCKED
WITH LACK
OF CASINO
INNOVATION
2015**

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@CISION PR NEWswire

**MARK FRISSORA
BECOMES PRESIDENT
AND CEO OF CAESARS
ENTERTAINMENT
CORPORATION
2015**

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@AUTO REMARKETING

**HERTZ AND DONLEN
LEADERS TO GIVE
OPENING KEYNOTE AT
2012 CAR RENTAL SHOW
2011**

[READ ARTICLE](#)



@REUTERS

**HERTZ TO BUY
DOLLAR THRIFTY FOR
\$1.2 BILLION
2010**

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PHOTO GALLERY



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