



TEAM EXPERIENCE

WE STRIVE TO BE THAT RESPONSIBLE GAMING PARTNER YOU WANT
WHO TRULY LOOKS OUT FOR THE PLAYER

KEY LEADERSHIP

Play2Keep: Your indispensable partner of choice for True Responsible Gaming



CHARLES E. DANIEL, JR

Founder

Charles E. Daniel, Jr. is the Founder of Play2Keep Associates, with over 30 years of global product development, technology, management, and implementation experience. Holding Senior Management and Leadership positions from Los Angeles, Silicon Valley, Tokyo Japan, and Las Vegas Nevada. Linking the big picture corporate vision, strategy, and business objectives for increasing, revenue, growth, profit, and EBITDA.



MARY A. HAWVER

Co-Founder

Mary A. Hawver is Co-Founder of Play2Keep Associates, with 20+ years of experience in management roles, from start-ups in Silicon Valley to banking, biotech, and gaming in Las Vegas. Holding key contributor positions in executing Corporate Strategic Initiatives and tactical leadership by leveraging a strong financial program management background and managing large global teams.

We've worked with leading FinTech companies, gaming machine manufacturers, casino operators, state regulators, geolocation firms, and digital payment solution providers for both brick and mortar, mobile, and online real money and social gambling.

Team Experience

Play2Keep Associates was founded in early 2021 by leading Las Vegas gaming industry professionals who have come together with a passion and focus to bring revolutionary changes for true player-centric responsible gaming through the use of the latest digital technological developments to minimize the harms of excessive gambling to individuals, families, and communities.

- Our collective experience spans 50+ years in successfully delivering technology innovation into the marketplace.
- Key contributors in the rollout of products considered foundational to the future of casino gambling.
- Experience that spans multiple industries: *Gaming, hospitality, banking, financial services, digital payments, analytics, software development, mobile, internet security, and marketing.*

Well-positioned to Deliver Change

The gaming experience we bring to the table:

- FinTech (Cashless and Contactless)
- Creating new player experiences
- Player loyalty analysis
- New player acquisition tools
- Player engagement digital mechanisms,
- Player tracking tools
- Social gaming
- Mobile gaming & Mobile App Development
- Gaming wallets
- Online real money gambling
- Anti-money laundering (AML) compliance,
- Mobile technology for gaming,
- Cloud technologies
- Direct Marketing
- Loyalty Campaign Management
- Casino Management Systems
- Revenue Management Systems