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**DREAMSCAPE INTRODUCES NEW**

**RIO HOTEL & CASINO LEADERSHIP TEAM**



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**LAS VEGAS** (May 18, 2023) – [Dreamscape Companies](https://dreamscapecos.com/) is thrilled to introduce the new leadership team for the Rio Hotel & Casino in Las Vegas. The casino-resort’s executive team features an impressive lineup of widely respected hospitality veterans including; President of Gaming & Entertainment, **Trevor Scherrer**; Chief Financial Officer, **Janice Fitzpatrick**; Chief Marketing Officer, **Tom Evans**; Chief Gaming Officer **Kevin Sweet;** and Vice President of Development & Construction Services, **Don Purdue**. Acquiring the property from Caesars Entertainment in 2019, Dreamscape’s new leadership team will oversee the redevelopment, operation, financial, marketing, gaming and entertainment aspects of the iconic hotel and casino as they gear up to take over operations this October.

“We are thrilled to have this talented team on board as they help us restore the Rio Hotel & Casino into a premiere destination once again, positioning the property as the go-to place for locals and tourists alike,” said **Dreamscape Founder Eric Birnbaum**. “These leaders have developed, opened and branded numerous projects in Las Vegas over the years, and it is their knowledge and wisdom that I will lean on as we implement our vision.”

**Trevor Scherrer, President of Gaming & Entertainment**

Trevor Scherrer possesses more than three decades of gaming and hospitality industry experience in the Las Vegas market. Throughout his career, he has held several executive leadership positions at a variety of prominent Las Vegas resorts including President and COO of the MGM Grand, President and COO of The Mirage and Senior Vice President New York New York Hotel and Casino. Most recently, Scherrer was a part of the Resorts World Las Vegas opening team as a Resort Development advisor, making history on breaking ground and developing the innovative $4.3B project.

**Janice Fitzpatrick, Chief Financial Officer**

Touting over 40 years of financial experience in the gaming and hospitality industries on both a domestic and international scale, Janice Fitzpatrick will oversee all financial operations of the Rio Hotel and Casino as the Chief Financial Officer. Prior to joining the Rio team, Fitzpatrick oversaw financial efforts at several notable resorts including Station Casinos, MGM Resorts International and The Venetian Las Vegas.

**Tom Evans, Chief Marketing Officer**

A lifelong Nevadan and veteran of the luxury hospitality industry, Tom Evans brings almost three decades of marketing, advertising and public relations expertise to the forefront. Over the years, Evans has been an integral part of opening more than 10 hotels and casinos across the county including the world-renowned Bellagio and ARIA resorts in Las Vegas, as well as leading the pre and post marketing initiatives for CityCenter, the world’s largest privately funded residential, retail and resort project. Prior to assuming his current position as Chief Marketing Officer of Dreamscape Companies, Evans served as the Chief Marketing Officer of The Cosmopolitan of Las Vegas for over six years, overseeing all integral marketing strategies that were influential in the resort redevelopment and eventual sale to MGM Resorts.

**Kevin Sweet, Chief Gaming Officer**

With more than 15 years of luxury gaming experience, Kevin Sweet will be overseeing all giving operations as the role of Chief Gaming Officer the Rio Hotel and Casino. Prior to assuming this position, Sweet served as the Vice President of Slot Operations and Marketing at The Cosmopolitan of Las Vegas where he oversaw corporate slot strategy and played an integral part in the strategic redesign of the casino floor and the redesign of its Identity Membership & Rewards program.

**Don Purdue, Vice President of Development & Construction Services**

Considered a master of his field, Don Purdue brings more than 35 years of experience in construction and land development. With a resume of several Fortune 500 companies, Purdue has successfully developed countless award-winning master-planned communities and golf courses. Since 2017, Purdue has served as the Vice President of Development, spearheading the remodel of world-renowned The Cosmopolitan of Las Vegas.

**About the Rio Hotel & Casino Las Vegas**

Located one block off the famed Las Vegas Strip on Flamingo Blvd., Rio Hotel & Casino Las Vegas features over 2,500 580 Sq. Ft. all-suite guest rooms, 220,000/sf of convention and meeting space, a 5-acre pool area, and a 150,000/sf casino with 60+ tables and 1000+ slot machines. Dreamscape’s plan for the resort’s future includes a property refresh, from dynamic new dining offerings to a variety of entertainment options. Dreamscape’s intent is to preserve the property’s bones and honor its legacy. The property will remain open throughout the renovations, with the company slated to officially take over and manage operations at the resort in fall of 2023.

**About Dreamscape**

Dreamscape’s talented team of real estate professionals has collectively deployed in excess of $35 billion across residential, retail, hospitality, entertainment and gaming properties and has decades of experience in these verticals. Eric Birnbaum and his team have assets in New York, Miami, Phoenix, Los Angeles, Nashville, New Orleans, Charleston and Philadelphia. The team has worked on a diverse portfolio of significant properties, including critically acclaimed endeavors such as Henry Hall in New York's Hudson Yards, The Pod Hotel in New York’s Times Square, The Goodtime Hotel in South Beach, Miami, Rio Hotel & Casino in Las Vegas, and 5420 Sunset Boulevard in Hollywood, Los Angeles.

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