

Las Vegas Weekly

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KURT OUCHIDA
Managing Partner, BRAINTRUST

Where were you when you received your 40 Under 40 award? I received the award in 2007 when I was leading the communications department at the Venetian/Las Vegas Sands, Inc.

Where are you now? I am managing partner at BRAINTRUST, an integrated, full-service branding and digital marketing agency—a title I've held for the past 11 years with my business partner, Michael Goldberg.

Biggest accomplishment since you were awarded? Starting BRAINTRUST with Michael Goldberg in 2006. Together, we've turned the ideas, drive, and competitive nature of two corporate marketing executives into a thriving digital marketing and branding agency with clients from coast to coast, institutional knowledge of numerous business sectors, 42 team members and offices in Las Vegas and New York City.

What do you want to accomplish? I'd like to continue to develop innovative and measurable ways to help clients exceed their financial goals and growth objectives, all while balancing my role as a father, husband, son, dog-lover, obstacle course racer, and aspiring World War II historian.

If you ran Las Vegas, what's the first thing you would do? By collaborating with health-care providers, insurers and web-based systems, I would issue wearable, health-monitoring technologies to our residents to keep them actively moving and exercising, gauging their sleep patterns and ensuring proper intake of food and water. This approach to a healthy lifestyle would elevate Southern Nevada as a leader in active wellness through physical and mental fitness and empower our residents to earn credits that could be redeemed for healthy cuisine, programs, health care/medical cost reductions...and, hopefully, longevity.



WENDY ALBERT
Senior Director of Marketing, Miracle Mile Shops at Planet Hollywood Resort & Casino

Where were you when you received your 40 Under 40 award? In 2008, I was seeing my 20-year anniversary at the property, which had re-branded and reimagined from Desert Passage to Miracle Mile Shops.

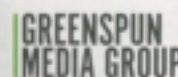
Where are you now? I'm still at the forefront of everything marketing-related for Miracle Mile Shops, including all advertising, public relations, creative outreach, promotional initiatives and partnership opportunities with our property neighbors, Planet Hollywood Resort & Casino and Billionaire's Vacation Villas. As both retail and the Las Vegas landscape continue to change, I've ledged facilitate efforts to introduce experiential elements and marketing programs to guests.

What have you learned the hard way? Change often involves trying outside of your comfort zone. Some of our best decisions, yielding the most favorable results, were risky ones.

Who is your business hero, local or global? Richard Branson from Virgin Group. He is a visionary, a risk-taker, a collaborator, a philanthropist and is the self-proclaimed "Dr. You." In a fan of his business acumen and how it manifests itself throughout all of the Virgin brands. Even with all of his unprecedented success, he's remained grounded and giving, and has a firm grasp on what really matters in life.

If you ran Las Vegas, what's the first thing you would do? One of my passions outside of work is the Boys & Girls Club of Southern Nevada. I've been involved with the organization for almost 15 years and its cause is close to my heart. So I would continue to explore ways to improve the quality of life, educational opportunities and health care for youth in our community.

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For 17 years, Greenspun Media Group's 40 Under 40 awards have honored the best and brightest in the valley. If you're an alum interested in participating in related features and events, we would like to update your contact information; email Group Publisher Gordon Proby at gordon.proby@greenspun.com.

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