



SEPTEMBER 12, 2024

## FOR IMMEDIATE RELEASE

### JOHN SHELDON IV

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## THE LANDMARK WELCOMES JOHN SHELDON IV AS NEW GENERAL MANAGER

**DEADWOOD, SD** – The Landmark ([deadwoodlandmark.com](https://deadwoodlandmark.com)) is pleased to announce the appointment of John Sheldon IV as its new General Manager. With over 25 years of experience in the gaming industry, John brings a wealth of knowledge in casino operations, strategic planning, and guest service excellence, making him an invaluable addition to The Landmark team.

John joins The Landmark from Avi Resort & Casino ([avicasino.com](https://avicasino.com)) in Laughlin, Nevada, where he most recently served as the Director of Casino Operations. During his tenure, John oversaw all aspects of gaming operations, including Slots and Table Games, at a property with 700 machines and a multimillion-dollar annual budget. His leadership in strategic planning, performance analysis, and game mix optimization has been instrumental in driving profitability and enhancing operational efficiency.

John's extensive career in the gaming industry includes roles as Director of Table Games at Avi Resort & Casino, Casino Shift Manager at Harrah's ([caesars.com/harrahs-laughlin](https://caesars.com/harrahs-laughlin)) in Laughlin, and Casino Shift Manager at M Resort Spa & Casino ([themresort.com](https://themresort.com)) in Las Vegas, where he played a key role in the grand opening of the property and the development of its award-winning guest service standards. His previous experience as Director of Operations at the Golden Nugget ([goldennugget.com](https://goldennugget.com)) in Laughlin further showcases his comprehensive understanding of casino management, including overseeing hotel, food and beverage, marketing, and other related departments.

"We are thrilled to welcome John Sheldon IV as General Manager," said Gerard Keating, Managing Partner of The Landmark. "His deep expertise in gaming operations, coupled with his passion for enhancing guest experiences, will be vital as we continue to elevate The Landmark as a premier gaming destination."

In his new role, John will be responsible for overseeing all aspects of The Landmark's operations, focusing on optimizing gaming offerings, enhancing guest services, and driving the overall success of the casino. His track record of developing staff, controlling costs, and implementing strategic initiatives aligns perfectly with The Landmark's commitment to providing a first-class experience for its guests.

“I am excited to join The Landmark and look forward to working with the team to create an exceptional experience for our guests,” said John Sheldon IV. “This is a fantastic opportunity, and I am eager to contribute to the continued success of this iconic property.”

### **About The Landmark Casino**

The Landmark Casino is a premier entertainment destination in Deadwood, SD, offering a unique blend of historic charm and modern amenities. With a wide range of gaming options, dining experiences, and a boutique hotel, The Landmark Casino provides an unforgettable experience for all visitors. `

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