

**NEWS FOR IMMEDIATE RELEASE**

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**Gaming Industry and Public Sector Expert Brings Product and  
Project Management Wealth to Dorsey & Company**

**Cleveland, OH (May 4, 2016)** – A gaming industry expert who has led new product development and project management is the latest to join Dorsey & Company as an Associate.

Holly Rieman-Bell has enjoyed a career as a business analyst, marketing manager and team leader for some of the most popular and profitable gaming products in Ohio. She brings those skills and unique industry insight to competitive and marketing strategy consulting firm [Dorsey & Company](#).

Rieman-Bell has held a number of leadership roles during her 18-year tenure with global gaming company GTECH, including marketing management, new product development, market analysis and project leadership. Notably, she launched the Ohio Lottery's Mega Millions, which brought in incremental revenue of \$223 million over four years; she led product enhancements to Pick 3, Pick 4, and Buckeye 5 games which resulted in increased sales for each; and, was a marketing and training team leader for KENO.

In her most recent role, Rieman-Bell is Technical Content Manager for Kichler Lighting, where she manages all technical content worldwide.

"Holly is yet the latest professional to bring public sector experience and connections that have historically not been at the top of the list of Dorsey & Company expertise," said Dorsey & Company President Julius C. Dorsey, Jr. "With Holly joining others with government experience like Peter Lawson Jones and Dennis Roche, I think we will be in an even better position to offer our proven competitive and marketing strategy to a much wider audience."

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Dorsey & Company recently announced a strategic partnership with attorney, public servant and stage and screen actor Jones, and also moved Roche from Senior Associate to Managing Director.

As a Dorsey & Company Associate, Rieman-Bell will contribute expertise in marketing, strategy development, project management and new business development to a variety of client engagements.

Rieman-Bell earned a Bachelor of Business Administration with a concentration in Marketing from Cleveland State University and a Master of Business Administration from John Carroll University.

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Founded in 1987, [Dorsey & Company Strategic Consultants to Management](#) is a carefully assembled group of more than 50 associates who offer a wide range of marketing expertise to thoughtfully approach every engagement according to its unique competitive and marketing challenges and requirements. The Dorsey & Company approach has consistently yielded favorable results for leading clients in financial and professional services, higher education, retail, hospitality, economic development, energy, utilities, branded and consumer goods, telecommunication, government and nonprofit, health and pharmaceutical, and other industries. Visit [www.Dorsey-co.com](http://www.Dorsey-co.com) to learn more about Dorsey & Company.