



INDUSTRY ICONS

David Croft

David Croft is a standout candidate for induction into the IAG Hall of Fame as an Industry Icon. With a career spanning decades across major global casino markets, David has left an indelible mark on gaming operations and strategy. He has held executive leadership roles at two of the most prominent integrated resort operators in the Asia-Pacific region—The Star Entertainment Group and Crown Resorts—where he led transformative initiatives across both table games and electronic gaming. His rare combination of operational depth, financial acumen, and strategic foresight makes him one of the most respected voices in the gaming industry today.

Currently serving as the Senior Vice President of Gaming Optimisation & Strategy at Tangam Systems, David continues to shape the future of casino operations throughout the Asia-Pacific. His influence extends beyond technology adoption—he partners closely with operators, regulators, and executives to align analytics and strategy with long-term business outcomes. Through David’s leadership, Tangam has significantly expanded its presence across Asia, helping premier operators embrace AI-powered optimization and data-driven decision-making to elevate guest experience and operational profitability.

David’s contributions are not confined to corporate boardrooms. He is a generous mentor and educator, both within Tangam and the broader industry. Whether speaking at global conferences, facilitating strategy workshops, or mentoring the next generation of casino executives, David is committed to advancing the field through knowledge-sharing and collaboration. His pragmatic, forward-looking approach is widely recognized, and his ability to distill complex operational challenges into actionable strategy sets him apart.

David's impact on the gaming industry is profound and enduring. From optimizing the performance of the world's busiest gaming floors to guiding strategic initiatives in emerging markets, his legacy is one of continuous improvement and innovation. As an executive, mentor, strategist, and thought leader, he embodies the very spirit of what it means to be an Industry Icon.

In honoring David Croft, the IAG Hall of Fame would be recognizing not just a lifetime of achievement, but an ongoing commitment to shaping the future of gaming in Asia and beyond.