



## Joe Haro

Director of Corporate Partnerships

**Hakkasan Group**

■ Age: 35



Chicago native Joe Haro has kept up with the pace of an evolving Las Vegas. A graduate of UNLV with a bachelor's degree in communications, Haro joined Hakkasan Group in the summer of 2014, updating his title from director of sponsorship and beverage to director of corporate partnerships to better reflect the synergy between vendors and clients.

"While beverage is certainly our bread and butter, I deal with companies across the board from luxury lifestyle to fashion to technology, and, having sat in the sales seat, I can put myself in their shoes and understand the challenges they face," said Haro, who was raised in New Jersey and relocated to Southern Nevada in 1998. "Partnerships used to be more of a one-way street, but we really want to help drive our partners' brands on a national level."

Haro said the focus for 2016 is creating partnerships with other upscale brands outside beverage, citing Louis Vuitton, Rolex, Apple and Starbucks as examples.

"The great thing about Las Vegas is that it's not just about gaming, and with new companies and entrepreneurs coming in, (it's exciting to see) what we'll become in the next 10 or 15 years," said Haro, who is helping to make a difference in future generations by serving as chief marketing officer for the non-profit Las Vegas Business Academy, which focuses on education for young professionals by offering promising local students up to \$75,000 in scholarship funding to earn an MBA, MHA or J.D. from UNLV.

Haro also serves on the board of the UNLV Football Foundation.

— Danielle Birkin

## Max Tappeiner

Vice President of Hotel Operations

**The Venetian / Palazzo**

■ Age: 34

With his father in the business, Max Tappeiner grew up around luxury hotels. He always felt a strong pull to the field, so it seems natural that he would excel in the business. But it was a unique life event that ultimately planted the seed of ambition in this rising young executive.

At the age of 21, Tappeiner was diagnosed with life-threatening thyroid cancer. Eventually grateful for a positive outcome, the experience shaped his view on career success forever. He attributes his rise through the corporate ranks to being "laser focused."

"I think this is the best job in the world. You host and are gracious with people and are always interacting with a young, talented team. It's invigorating," he said. "There's really no hiding in hospitality from guests, from team members or from results. You are 100 percent exposed. There's 100 percent visibility, and I enjoy that very much."

Tappeiner spent 13 years with Mandarin Oriental and was responsible for the successful unveiling of the luxury brand at CityCenter in 2009, amidst the global financial crisis. He moved to the Venetian and Palazzo last year and doesn't see himself leaving the valley anytime soon.

"I've lived all over the world — Berlin, London, New York — no city has ever embraced me or my family as much as this city has. I'm very loyal to Las Vegas," he said.

Tappeiner is also president of the Las Vegas Business Academy, a nonprofit agency that provides scholarship opportunities for students seeking certain advanced degrees from UNLV.

"What's unique about the program is the mentorship component," he said. "We hope that really serves as a platform for individuals to become successful leaders in our community."

— Brian Sodame

