

JOE SAM: A Visionary Leader in Loyalty Marketing and Customer Engagement



Joe Sam, Assistant Vice President for Loyalty, CRM, Promotions & Events at Okada Manila, has redefined customer loyalty and engagement in the Philippine gaming industry. With over 12 years of experience in Casino Marketing, Joe has mastered the art of blending strategic vision with hands-on execution, driving remarkable growth and innovation in loyalty marketing, partnership development, and customer relationship management.

At Okada Manila, Joe leads the highly successful Reward Circle—the fastest-growing loyalty program in the Philippines' integrated resort sector. His expertise spans the entire spectrum of customer engagement, from acquisition to retention, transforming challenging situations into opportunities for deeper loyalty. Joe's strategic initiatives have consistently boosted membership satisfaction and increased foot traffic, elevating Okada Manila's brand position in a highly competitive market.

A seasoned marketing strategist, Joe has a proven track record of building and nurturing partnerships across regions such as Macau, Hong Kong, Singapore, Taiwan, and beyond. His ability to craft win-win events and innovative promotions has cemented his reputation as a dynamic and forward-thinking leader who thrives on delivering exceptional results.

Joe's journey is marked by his versatility and passion for excellence, from managing large-scale casino events to driving CRM and marketing strategies. His experience across multiple markets and cultures—whether in Macau's bustling casino landscape or the competitive environment of Genting Hong Kong—has honed his communication skills and deepened his understanding of global customer behavior.

Beyond his strategic acumen, Joe's commitment to fostering a customer-centric approach and driving tangible outcomes sets him apart as a true rising star in the gaming and hospitality industry. Under his leadership, Okada Manila continues to flourish, embodying a brand that is synonymous with loyalty, innovation, and growth.

With his unyielding drive, innovative mindset, and profound expertise, Joe Sam is poised to lead the next era of loyalty marketing, setting new standards and inspiring excellence across the gaming world.



New Loyalty Program Announcement Speech



Partnership Signing Ceremony Speech



Reward Circle Collection Opening



IAG Power 50 after Party in Okada



New Years' Eve Radio Live Interview



FIFA World Cup Event in Okada



2000 Asian Junior Badminton, Olympic Gold Medalist Lin Dan



Inside Asian Gaming event in Macau with Andrew Scott



Meet and greet with professional boxer Nonito Donnaire