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Crown's China marketing head quits

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Crown Resorts' head of international marketing, Michael Chen had reportedly left the company sometime in March, according to The Australian.

"It is understood that Crown's China marketing guru, Mr Chen, ceased working for the James Packer-backed casino empire more than a month ago," noted the news outlet.

It is not clear whether Mr. Chen had quit, or was pushed out by Crown, but his role was to supervise staff on the ground in China.

Last year, 15 Crown Resorts staff were detained in China on gambling-related charges.

In a report from ABC's Four Corners, Macau casino consultant Ben Lee noted that Mr Chen was "very ambitious" in his plans for attracting Chinese VIPs.

"He obviously had a very high target to meet to justify, I suppose, his appointment and he in turn went on a very expensive program to recruit just about anybody and everybody he could in terms of

on the ground marketing experience," said Mr. Lee.

"He went through Macau, Hong Kong, China, even down to Cambodia, Malaysia, Singapore and recruited a very, very big team of people."

Four Corners reported that Mr. Chen was put on permanent leave immediately after the night of the raids.

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