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For additional information, please contact:



**Mulberry Marketing Communications**  
**Megan Davidson**  
[mdavidson@mulberrymc.com](mailto:mdavidson@mulberrymc.com)  
+1 312 664 1532

**IDEaS Revenue Solutions**  
**Star Bazella**, Marketing Manager  
[star.bazella@ideas.com](mailto:star.bazella@ideas.com)  
+1 952 698 4200

## **IDEaS Revenue Solutions Appoints New Vice President of Global Sales and Marketing**

**MINNEAPOLIS, MN – JANUARY 5, 2011** – IDEaS Revenue Solutions, the leading provider of hospitality price optimization and revenue management software, services and consulting, today announced the appointment of Brian Sterrett as vice president of global sales and marketing. Sterrett joins IDEaS with more than 20 years of experience in leadership roles with software businesses servicing multiple industries. He will be responsible for all sales and marketing worldwide for IDEaS.

“The expertise that Brian has gained at top enterprise software organizations will truly be an asset to us as we continue our drive to accelerate IDEaS’ growth,” said Ravi Mehrotra, president, IDEaS. “We’re confident that aligning sales and marketing more tightly under Brian’s leadership will elevate IDEaS to the next tier of performance.”

Sterrett brings a successful operational track record as a general manager expanding sales in global markets to IDEaS. He joined IDEaS from iMANY, a revenue management software company, where he leveraged strategic alliances to grow new business for the company. Prior to iMANY, Sterrett served as vice president of world-wide channel sales for Lawson Software, following up on his consulting and direct sales management with Accenture, Oracle<sup>®</sup>, and SPSS<sup>™</sup>, an IBM<sup>™</sup> Company.

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In this position, he grew Lawson's channel business more than 100 percent a year. Sterrett was also appointed general manager of Latin America and lead Lawson's direct expansion into the region, opening offices in Brazil, Mexico, and Chile.

"IDeaS is already a significant company given its role in leading the market for hotel revenue management solutions. Now that our proven software as a service (SaaS) delivery model is backed by the depth and breadth of SAS analytics; investments in bringing new geographies like China on-line; and innovative new approaches in pricing science, the next phase for IDeaS is one I'm excited to help lead," added Sterrett.

### **About IDeaS**

Founded in 1989, IDeaS Revenue Solutions - a SAS Company, offers industry-leading revenue management Software, Services, and Consulting to the hospitality industry. Headquartered in Minneapolis, IDeaS has technology, support, sales and distribution offices in North and South America, the United Kingdom, Europe, the Middle East, Australia and Asia. For more information, visit [www.ideas.com](http://www.ideas.com).

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