

FOR IMMEDIATE RELEASE

**IDEaS Announces 2014 Winners of IDEaS Cornell
Revenue Management Scholarship**

*First-of-its-kind scholarship, held biannually, advances the field of revenue
management field within hospitality*

MINNEAPOLIS – August 5, 2014 – For the sixth year in a row, [IDEaS Revenue Solutions](#), the leading provider of pricing and revenue management software, services and consulting, today announced the winners of the [IDEaS Cornell Revenue Management Scholarship](#). Offered in conjunction with The Cornell University School of Hotel Administration, the scholarship is designed to help increase professional development opportunities in the field of revenue management. Under the first round of the program, six hospitality professionals were awarded scholarships based on their demonstrated excellence in revenue management and career aspirations.

"We are delighted to recognize talented individuals from the industry who continue to stand out for their incredible determination and achievements," said Vivek Bhogaraju, who leads global strategic alliances for IDEaS. "IDEaS is proud to partner with Cornell in support of this scholarship program, helping these professionals further develop their skills and capabilities in hospitality pricing and revenue management."

Supported by IDEaS and Cornell, the IDEaS Cornell Revenue Management Scholarship offers hospitality professionals around the world the opportunity to gain online revenue management certifications from eCornell. Throughout the year, 12 scholarships are being awarded, providing recipients paid registration to the Certificate in Hotel Revenue Management and the Certificate in Advanced Hospitality Revenue Management: Pricing and Demand Strategies.

Winners of the first round of the 2014 IDEaS Cornell Revenue Management Scholarship include:

Certificate in Hotel Revenue Management

- Ankush Bhargava, Front Desk & Reservations Executive: Best Western, Burlington, Ontario, Canada
- Raluca Constantinescu, Sales Account Manager: Hotel Epoque, Bucharest, Romania
- Sean Tamon, Revenue Manager: Starwood – The Westin Ka'anapali Ocean Resort Villas Lahaina, HI, USA

Certificate in Advanced Hospitality Revenue Management: Pricing and Demand Strategies

- Carla Ridder, Revenue & Reservations Manager: Apollo Hotel Utrecht City Centre, Utrecht Netherlands
- Emelie Aronsson, Revenue Manager: Scandic Hotels AB, Stockholm, Sweden
- Joseph Checca, Revenue Manager and Assistant Controller: Morris Inn at University of Notre Dame, Indiana, USA

"I have an interest in moving more towards Total Profit Management, and I believe this course will be of great value in my career by providing me with the tools to start working with better, simultaneous decision making, which may allow us to optimize profits in a more efficient way," said Aronsson.

"I am sure that this opportunity will give me an amazing and unique learning experience and great benefits in my future career," added Ridder. "I look forward starting the course and getting to know my fellow students from all over the world. Thank you IDEaS and Cornell University for giving me this chance of a lifetime!"

The deadline to apply for the second round of scholarships under the IDEaS Cornell Revenue Management Scholarship program is Oct. 24, 2014. For more information and applicant eligibility, visit <http://www.ideas.com/en/company/scholarship/>

To learn more about how IDEaS and Cornell are partnering to advance the revenue management profession and bring the latest tools, knowledge and resources to emerging markets, watch this [video](#).

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About IDEaS

Celebrating 25 years of excellence in the hospitality industry, IDEaS Revenue Solutions - a SAS Company, offers industry-leading pricing and revenue management Software, Services, and Consulting to the hospitality and travel industries. Headquartered in Minneapolis, Minn. with a global technology center located in Pune, India, IDEaS maintains sales, support and distribution offices in North & South America, the United Kingdom, Europe, Middle East, Africa, Greater China, Australia and Asia. For more information, visit www.ideas.com.

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