

**FOR IMMEDIATE RELEASE**

## **IDEaS Appoints New Managing Director to Guide Business Growth in Asia**

**SINGAPORE, December 4, 2014** – [IDEaS Revenue Solutions](#), the leading provider of pricing and revenue management software, services and consulting, today announced the appointment of Rachel Grier as Managing Director of the company's sales operations in Asia. A highly reputed travel industry sales leader with more than two decades of experience, Rachel has taken a central role in driving regional business growth at IDEaS, enhancing the company's leading brand reputation in the dynamic hospitality sector in Asia.

"I am eager to make a difference in this sector with the support of a fantastic team, driving better revenue for our wide array of clients in Asia," said Grier. "Additionally, I look forward to utilising my travel technology experience, plus my regional network, to bring the value and promise of IDEaS pricing and revenue solutions into new markets."

Ms. Grier has a proven record of successfully growing businesses in the regional hospitality and travel sectors across a range of established and emerging markets in Asia. Of critical importance to IDEaS is her balance of hotel industry sales and regional business operation experience along with her proven track record in bringing high-ROI software solutions to bear on the industry's largest challenges.

"Our clients, partners and employees in Asia will benefit from having Rachel in this important leadership role, overseeing the growth of our rapidly expanding business here," said Brian Sterrett, Vice President, Global Sales for IDEaS. "We are confident that her hospitality experience, passion and established networks will help deliver strong business growth for IDEaS in Asia."

Rachel developed her travel industry sales and marketing skills by working with a range of leading travel technology and hospitality industry brands. Most recently she held the position of Senior Vice President Sales, Asia Pacific and the Middle East for hotel central reservations leader Pegasus Solutions.

Rachel previously worked as the Area Director of Sales and Marketing for the Intercontinental Hotel Group in Japan where she oversaw a major restructure and was responsible for the sales, marketing and revenue results for three properties. Rachel also previously held senior sales and marketing roles within leading hotel organisations such as Per Aquum Resorts, Spas, and Residences and Rendezvous Hotels International.

### **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](http://www.ideas.com).

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