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IDeaS Awards Six Hospitality Professionals with Fall 2012 IDeaS Cornell Revenue Management Scholarship

Biannual scholarship program drives excellence in revenue management

MINNEAPOLIS, MN – OCTOBER 23, 2012 – [IDeaS Revenue Solutions](#), the leading provider of pricing and revenue management software, services and consulting to the hospitality industry, has awarded six hospitality professionals with the fall 2012 [IDeaS Cornell Revenue Management Scholarship](#). Currently in its fourth year, the scholarship program with The Cornell University School of Hotel Administration is designed to help increase professional development opportunities in the field of revenue management. The fall recipients were selected from among hundreds of applications worldwide for their impressive skill sets and career aspirations.

“All of the recipients demonstrate enormous potential in advancing their organizations’ revenue management practices and leading the next generation of analytical, tech savvy individuals,” said Vivek Bhogaraju, Senior Manager, Corporate Business Development, IDeaS. “IDeaS is proud to award scholarships to so many deserving candidates and reinforce our commitment to this growing and important field.”

Winners of the fall 2012 IDeaS Cornell Revenue Management Scholarship include:

- Sujith, A P, Assistant Revenue Manager, Radisson Blu Plaza Delhi, Delhi, India
- Nameet Asher, Revenue Manager, Ambassadors Bloomsbury Hotel, London, England
- Sandra Barauskiene, Deputy Director, The Narutis Hotel, Vilnius, Lithuania
- Caroline Gropallo, Revenue Manager, GHL Hoteles, Bogota, Columbia

- Jeremy Longstaff, Rooms Division Manager, Mantra on the Park, Melbourne Australia
- Emili Ronconi de Oliveira, Corporate Revenue Manager, InterCity Hotels, San Paulo, Brazil

“Being from such a small country as Lithuania, I was very pleasantly surprised to receive the scholarship from IDEaS,” said Sandra Barauskiene. “I hope to benefit from the course by putting the theories I learn into practice and sharing these insights with colleagues to build a more enriched culture of revenue management.”

The IDEaS Cornell Revenue Management Scholarship, supported by IDEaS, offers hospitality professionals worldwide the opportunity to gain online revenue management certifications from Cornell University. This year’s program includes 12 scholarships, and fall recipients receive paid registration to five eCornell courses leading to certificates in [“Advanced Revenue Management: Pricing and Demand Strategies,”](#) taught by Dr. Chris Anderson, Associate Professor of Operations Management.

“In an environment where technology, media and customer interactions are continually evolving, this certification provides focused techniques and strategies for pricing, inventory control and demand manipulation,” said scholarship winner Sujith A P. “The scholarship is a great way to further my career development while also bringing increased value to my organization and the industry as a whole.”

Recipients of the spring scholarship, announced in July, received paid registration to five eCornell courses leading to certificates in [Hotel Revenue Management](#). Their names and backgrounds are listed at www.ideas.com/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 worldwide, watch the [video](#).

About the Office of Executive Education

The [Office of Executive Education](#) at Cornell's School of Hotel Administration facilitates interactive learning opportunities where global hospitality professionals and world-class Cornell faculty explore, develop and apply ideas to advance business and personal success. All programs are developed to address the ever-changing needs of hospitality professionals and organizations.

About IDeaS

Founded in 1989, 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, MN with our 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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