

**FOR IMMEDIATE RELEASE**

**IDEaS Names Final Round of 2014 IDEaS Cornell  
Revenue Management Scholarship Winners**

*Global scholarships awarded biannually to advance the field of revenue  
management within hospitality*

MINNEAPOLIS – December 17, 2014 – [IDEaS Revenue Solutions](#), the leading provider of pricing and revenue management software, services and consulting, today announced the second and final round of the [2014 IDEaS Cornell Revenue Management Scholarship](#) winners. Currently in its sixth year and 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.

“We are honored to recognize these outstanding individuals from around the world who demonstrate an exceptional talent for revenue management and a strong potential to impact the hospitality industry,” said Vivek Bhogaraju, who leads global strategic alliances for IDEaS. “IDEaS is proud of the continued partnership with Cornell to help advance the revenue management profession and bring the latest tools, knowledge and resources to the industry.”

Supported by IDEaS and Cornell, the IDEaS Cornell Revenue Management Scholarship offers hospitality professionals around the world the opportunity to earn online revenue management certificates developed by senior Cornell faculty leaders. Throughout the year, 12 scholarships are 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 second and final round of the 2014 IDEaS Cornell Revenue Management Scholarship include:

*Certificate in Hotel Revenue Management*

- Karmen Ellermaa, Revenue Manager: Hotell Euroopa, Tallinn, Harjumaa
- Mark Ritson, Reservations Manager: The Commodore & PortsWood Hotels, Cape Town, South Africa
- Ricardo Castro de Souza, Region Revenue Manager Analyst: Pestana Hotels & Resorts, Sao Paulo, Brazil

*Certificate in Advanced Hospitality Revenue Management*

- Christian Strieder, Director, Revenue Account Management: Preferred Hotel Group, Munich, Germany
- Giulia Francinelli, Revenue and MICE Manager: Lefay Resort and SPA Lago di Garda, Gargnano, Italy
- Justine Chennaux Jeanneret, Revenue Analyst: Hotel du Louvre, Paris, France

“The Certificate in Advanced Hospitality Revenue Management through the IDEaS Cornell Revenue Management Program means a lot to me and my career,” said Strieder. “This will help me gain an even more holistic view of the application of hotel revenue management concepts and practices in the hospitality industry.”

“I would like to thank both IDEaS and Cornell University for this opportunity to grow and become an expert in my field,” adds Chennaux. “I’m excited to bring this additional strategic revenue knowledge back to my company.”

For more information on the program or past scholarship winners visit <http://www.ideas.com/en/company/scholarship>.

#### **About the Cornell School of Hotel Administration**

The Cornell University School of Hotel Administration is shaping the global knowledge base for hospitality management through leadership in education, research, and industry advancement. The school provides management instruction in the full range of hospitality disciplines, educating the next generation of leaders in the world's largest industry. Founded in 1922 as the nation's first collegiate course of study in hospitality management, the Cornell School of Hotel Administration is recognized as the world leader in its field. For more information, visit [www.hotelschool.cornell.edu](http://www.hotelschool.cornell.edu).

#### **About IDEaS**

With more than one million rooms priced daily on its advanced systems, IDEaS Revenue Solutions leads the industry with the latest pricing and revenue management software, services and consulting. Powered by SAS® and more than 25 years of experience, IDEaS proudly supports more than 6,000 clients in 94 countries and is relentless about providing hoteliers more insightful ways to manage the data behind hotel pricing.

IDEaS empowers hoteliers to build and maintain revenue management cultures—from single properties to world-renowned estate hotels—by focusing on a simple promise: Driving Better Revenue.

IDEaS has the knowledge, expertise and maturity to build upon proven revenue management principles with next-generation analytics for more user-friendly, insightful and profitable revenue opportunities – not just for rooms, but across the entire hotel enterprise.

For more information, visit [www.ideas.com](http://www.ideas.com).

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