

**FOR IMMEDIATE RELEASE**

**2015 IDEaS Cornell Revenue Management Scholarship  
Winners Announced**

*Eight Professionals Chosen for Certificates in Strategic Leadership and Revenue  
Management*

MINNEAPOLIS – January 5, 2016 – [IDEaS Revenue Solutions](#), a leading provider of revenue management software solutions and advisory services, today announced the [2015 IDEaS Cornell Revenue Management Scholarship](#) winners. Currently in its seventh 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.

“IDEaS is pleased to recognize these scholarship recipients of hospitality professionals across the globe looking to expand their expertise in revenue management and strategic leadership,” said Linda Hatfield, vice president of knowledge management for IDEaS. “As a company that is always looking ahead to what’s next, we are proud to support the education of the next generation of revenue managers through our partnership with the exceptional hospitality program at Cornell University.”

Supported by IDEaS and Cornell, the IDEaS Cornell Revenue Management Scholarship offers hospitality professionals around the world the opportunity to earn online certificates developed by senior Cornell faculty leaders. Eight scholarships have been awarded this year, providing recipients paid registration to the [Certificate in Strategic Leadership for the Hospitality Professional](#) and the [Certificate in Advanced Hospitality Revenue Management: Pricing and Demand Strategies](#).

Winners of the 2015 IDEaS Cornell Scholarship include:

*Certificate in Strategic Leadership for the Hospitality Professional*

- Emanuel Da Silva, Manager: Vik Retreats, Jose Ignacio, Uruguay
- Jerome Joaquin, Revenue Manager, Dorm: JDE Brand Inc. DBA Brandwood Hotel, Glendale, California
- Jean-Christophe Moreaux, Regional Director of Sales & Marketing: Belmond, Bangkok, Thailand
- Alice Rezende, Revenue Analyst: Incortel/Best Western, Vitoria, Brazil

*Certificate in Advanced Hospitality Revenue Management*

- Lek Wan Tan, Director, Director of Revenue Management: Wyndham Hotel Group-Ramada and Days Hotels Singapore
- Christoph Hutter, Revenue Manager: Lord Elgin Hotel, Ottawa, Canada
- Mateusz Konopelski, Revenue & Sales Analyst: Hilton Worldwide, Watford, United Kingdom
- Martin Anthony-Kirsten, Revenue Manager: Indigo Hotels, Port Louis, Mauritius

“I am honored to be chosen for this scholarship from a prestigious educational institution and a professional revenue management company,” said Tan. “I am looking forward to gaining new knowledge and skills to enhance my revenue management experience.”

“Revenue management has a huge impact on profitability,” added Hutter. “The IDeaS Cornell Revenue Management Scholarship is a fantastic initiative and I am extremely grateful, honored and excited about this amazing opportunity.”

For more information on the program, 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 <https://sha.cornell.edu>.

### **About IDeaS**

With more than one million rooms priced daily on its advanced systems, IDeaS Revenue Solutions provides hotels with the latest revenue management software solutions and advisory services. Powered by SAS® and more than 25 years of experience, IDeaS proudly supports more than 7,000 clients in 94 countries and is relentless about providing hoteliers more insightful ways to manage the data behind hotel pricing.

IDeaS empowers its clients to build and maintain revenue management cultures—from single entities to world-renowned estates—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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