

IDEaS Director and Hospitality Leader Audrey Murante Joins HEDNA Board of Directors

Murante draws upon 30 years of hotel experience to help organization improve the future of hotel distribution

MINNEAPOLIS—March 5, 2019—Audrey Murante, director of global alliances & initiatives for IDEaS Revenue Solutions, has been named to the Hotel Electronic Distribution Network Association (HEDNA) 2019/2020 board of directors. She will serve as the board’s liaison for its data analytics working group.

- **Bringing over 30 years of hotel experience and expertise to HEDNA** – Murante currently oversees the growth of IDEaS’ many successful partner programs. Before IDEaS, she worked for the Radisson Hotel Group where she designed key partnerships to enhance the hotel’s brand, profitability and guest satisfaction.
- **IDEaS’ clients rely on channel and pricing optimization** – Murante’s board appointment puts her on the front lines in driving a better future for hotel distribution. Her work with HEDNA will enable a broader understanding of the changes and disruptors in the distribution space.
- **IDEaS continues to instill HEDNA members with revenue management education** – HEDNA’s association membership benefits from HEDNA University programming, including IDEaS’ best-in-class revenue management training courses.

Ravi Mehrotra, president, founder & chief scientist, IDEaS, said: “IDEaS has enjoyed a winning relationship with HEDNA over the years, and we are proud to have one of our own join its exceptional network. Audrey’s extensive hotel experience, innovative leadership style, and passion for building strong relationships has taken IDEaS’ partner programs to new heights. I have no doubt she will carry this same streak of excellence over to her role with HEDNA.”

Audrey Murante, director, global alliances & initiatives, IDEaS, said: “I’m passionate about being a catalyst for change and I am constantly seeking new and unique opportunities to solve complicated challenges. With HEDNA, I am thrilled by the opportunity to serve such a superb organization and look forward to helping further its mission to shape and improve the future of hotel distribution.”

About IDEaS

IDEaS, a SAS company, is the world’s leading provider of revenue management software and services. With 30 years of expertise, IDEaS drives better revenue for more than 10,000 clients in 124 countries. Combining industry knowledge with

innovative, data-analytics technology, IDEaS creates sophisticated yet simple ways to empower revenue leaders with precise, automated decisions they can trust. Results delivered. Revenue transformed. Discover greater profitability at ideas.com.

About HEDNA

HEDNA is the only global forum exclusively dedicated to the advancement of hospitality distribution through strategic collaboration and knowledge sharing. For over 25 years, HEDNA has brought together the best professional minds in the hospitality industry to explore and influence the world of electronic distribution, providing clarity and insight on the issues that matter. Learn more at www.hedna.org.