

Dr. Ravi Mehrotra Founder and Chief Scientist, IDEaS to Be Showcased in 'Under the Spotlight' at Opportunity 2020

Industry legend Dr. Mehrotra to speak at the leading revenue management conference, "Opportunity 2020: Man vs Machine - Where Next For Revenue Management?"

Tweet This: [Industry legend and @IDEaS RevOpt President, Founder and Chief Scientist Dr. Ravi Mehrotra is speaking at the upcoming Under the Spotlight session at @revenuebydesign's #Opportunity2020 Read more: www.ideas.com/news](#)

LONDON—Feb. 5, 2020—Dr. Ravi Mehrotra, president, founder and chief scientist of hospitality and revenue management software pioneer IDEaS is set to take part in the renowned *Under the Spotlight* session on February 11, 2020 at Opportunity2020, hosted by Revenue by Design, Ltd.

A favourite at the "Opportunity" conferences, *Under the Spotlight* brings two industry leaders on stage to discuss, debate and share their insights into the continuing evolution of revenue management.

- **Unique opportunity to witness software pioneer** – This is a unique opportunity to witness revenue management pioneer, Dr. Mehrotra, and hear his thoughts as he is interviewed by colleague and fellow revenue management thought leader, Klaus Kohlmayr, chief evangelist at IDEaS.
- **Exploring the critical role of revenue management** – Dr. Mehrotra will be questioned on the critical role of revenue management in optimising hotel performance and how innovation in technology, data science and artificial intelligence is shaping the future of the discipline. This unmissable discussion will provide candid insight from an industry legend into the opportunities and challenges ahead for the hotel revenue management community in times of immense industry transformation.
- **Creator of revenue science** – IDEaS, which surpassed 4,000 hotels in EMEA alone last year, also celebrated its 30th anniversary in 2019. The company is widely regarded as the creator of Revenue Science, within lodging and other industries. IDEaS is also the worldwide leader for demand-based, dynamic pricing technology used by airport car parks, counting several of the world's busiest airports among its clients.

Dr. Ravi Mehrotra, president, founder and chief scientist, IDEaS, said: "I am thrilled to join Opportunity 2020 in this exciting forum. Revenue management continues to inform and transform the way hotels do business. 2020 will be an exciting year, not only for our company, but for the industry in general. I couldn't

be more pleased to share my thoughts and insight as we push ahead into the soaring '20s!"

About IDEaS

IDEaS, a SAS company, is the world's leading provider of revenue management software and services. With over 30 years of expertise, IDEaS delivers revenue science to more than 13,000 clients in 140 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 Revenue by Design and Opportunity 2020

Revenue by Design provides business transforming revenue management and distribution solutions to the hospitality industry focussed on driving top and bottom line profitability. The company hosts the annual "Opportunity" conferences which lay the foundations for hospitality revenue, sales and marketing executives to plan for the year ahead. This industry-shaping one day revenue management conference returns for its fourth fantastic year on 11th February 2020 at the iconic Emirates Stadium, London.