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IDEaS Announces Second Round of Winners of IDEaS Cornell Revenue Management Scholarship

MINNEAPOLIS, MN – NOVEMBER 11, 2009 – IDEaS Revenue Optimization, the leading provider of [pricing, forecasting and optimization](#) solutions and services, today announced the second round of [IDEaS Cornell Revenue Management Scholarship](#) winners. Winners include Benoit Figiere, revenue coordinator at Hilton International Paris, Sameer Singh, front office manager at Oberoi Group, and Scott Pusillo, corporate director of revenue management and eCommerce at Crestline Hotels and Resorts. The Scholarship Panel at the Cornell University School of Hotel Administration selected the recipients based on demonstrated excellence in revenue management and drive to enhance their profession.

“We continue to be impressed with the outstanding candidates the scholarship program has brought to our attention,” said Linda Hatfield, vice president of product management and marketing, IDEaS. “This program is only one part of our extensive initiative to educate and inspire revenue management professionals and move the industry forward.”

The scholarship program, funded by IDEaS, offers hospitality professionals worldwide the opportunity to gain an online Revenue Management certificate from Cornell University. Scholarship recipients get paid registration to five eCornell courses leading to an eCornell Hotel Revenue Management Certificate.

“There has never been a more important time than now to further develop and master the craft of revenue management,” said Pusillo. “This is an amazing opportunity to assess our talent, our processes and our systems against an educational curriculum unlike any other

available today. I am humbled by the opportunity to grow the influence of this discipline in our industry.”

“The most exciting part of the scholarship opportunity will be having access to the most recent developments in revenue management and the knowledge of Cornell professors,” Frigiére said.

“With online distribution playing a major role in hotel room sales, it is imperative to understand and utilize the lessons learned from this program to keep my hotel ahead of the competition,” added Singh.

For more information about the IDeaS Cornell Revenue Management Scholarship Program and to download the application for the May 17, 2010 deadline, please visit:

<http://www.ideas.com/index.php/resources/scholarship>.

About IDeaS Revenue Optimization

IDeaS, a SAS COMPANY, is the premier provider of [Pricing, Forecasting and Optimization](#) solutions and services. [IDeaS' Solutions](#) are implemented via [Software as a Service \(SaaS\)](#) deployment with very little infrastructure, guaranteeing small upfront costs and easy implementation. [IDeaS' Services](#) help at all levels of a client's organization—strategic through operational— and our integrated approach differentiates IDeaS from the competition and creates the foundation for a successful partnership. Headquartered in Minneapolis, IDeaS has technology, support, sales and distribution offices in North and South America, the United Kingdom, Europe, Africa, the Middle East, Australia and Asia. For more information, visit www.ideas.com.

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