

- [About Us](#)
- [Advertise with us](#)
- [Subscribe](#)

- [Feed](#)



*A living Portrait*  **Win 7 Nights** **Enter Now!!**  
**REMBRANDT HOTEL & TOWERS BANGKOK**  
*Member of WARWICK International Hotel*  
*at Rembrandt Hotel Bangkok*

- [Home](#)
- [Aviation](#)
- [Car](#)
- [Cruise](#)
- [Destination](#)
- [Hospitality](#)
- [Industry Deals](#)
- [MICE](#)
- [Recruitment](#)
- [Tour Operator](#)
- [Tourist Boards](#)
- [Wholesaler](#)
- [more >>](#)
  - [Agents Incentives](#)
  - [Association News](#)
  - [Attraction](#)
  - [Accolades](#)
  - [Competition](#)
  - [Corporate Travel](#)
  - [Environmental](#)
  - [Featured Destination](#)
  - [Financial](#)
  - [Friday's Quirky Stories](#)
  - [Surcharges](#)
  - [Home Based Agency](#)
  - [Hot Deals](#)
  - [Invitations](#)
  - [Medical Tourism](#)
  - [On Location](#)
  - [Photo Gallery](#)
  - [Rail](#)
  - [Religious Tourism](#)
  - [Ski](#)
  - [Staff Movements](#)
  - [Technology](#)
  - [Training](#)
  - [Video](#)
  - [Your Cartoon Spot](#)

[Home](#) » [Staff Movements](#) » **Currently Reading:**

## **IdeaS Revenue Optimization Appoints Rupert Gutteridge as Regional Director of Sales, EMEA**

June 9, 2010 [Staff Movements](#) No Comments  [Print](#)  [Email](#)

IdeaS Revenue Optimization, the leading provider of hospitality revenue management and optimization solutions, has today announced the appointment of Rupert Gutteridge as Regional Director of Sales, EMEA.

Rupert will replace former long-serving Regional Director of Sales, Fabian Specht, who was promoted to the role of Regional Managing Director, EMEA earlier this year. He will support the EMEA division in selling the IDEA S solutions into the EMEA markets and growing the business for IDEA S in this region. He will also maintain close relationships with industry partners, consultants and existing IDEA S clients.

“I am very excited to be joining IDEA S Revenue Optimization, as it is a business with an outstanding pedigree and track record within the hotel industry,” said Gutteridge. “With the complimentary technologies now provided by SAS, this is a fantastic opportunity and I’m really looking forward to meeting the team and significantly contributing to the ongoing success of IDEA S in the EMEA region. IDEA S’ Software as a Service deployment will add another dimension to my previous expertise within the hotel technology sector – a path no one can really escape going forward in technology as more and more is driven by SaaS developments and deployments.”

Prior to joining IDEA S, Rupert was Sales Director – Central Systems, EMEA, for IDEA S partner organization, Micros Inc, with whom he has worked for the past 10 years, and prior to this he was with AremisSoft Corporation in both the UK and United States. As a result, Rupert brings extensive experience in both hotel technology, Software as a Service (SaaS) and leadership expertise to the role, making him the ideal replacement for this position.

During his time with Micros Inc, Rupert served as Sales Director – Central Systems EMEA, Sales Director – Corporate Accounts UK and Sales Manager – Corporate Accounts UK where he was regularly consulting with a variety of resort chains, and large-scale hotel and restaurant chains in EMEA, and was responsible for the development of the EMEA Central Systems Solution.

He has also worked as International Business Development Manager for AremisSoft Corporation, and as Hotel General Manger for Mazard Hotel Management – a Hotel management company working on behalf of the Royal Bank of Scotland to manage small country house hotels that have fallen into receivership.

According to IDEA S Regional Managing Director, EMEA, Fabian Specht, “We are excited to welcome Rupert to his new role as Regional Director of Sales for IDEA S Revenue Optimization in the EMEA region. We are confident that Rupert will be an excellent addition to our team and that he will contribute to the growing success of IDEA S in the region.

His background and expertise will be an asset for IDEA S in selling our revenue management solutions to the hospitality market. Be it our IDEA S Advantage consulting services, Revenue Management Outsourcing services, Rate Optimization Service or our systems ranging from IDEA S V5i Forecasting to the fully automated V5i system.”

### **Comment on this Article:**

Name

Email