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Ravi Mehrotra named president of IDEaS Revenue Optimization

Oct 16, 2008
H&MM Week In Review



October 14, 2008 – Minneapolis, MN – IDEaS Revenue Optimization, a provider of hospitality revenue management and optimization solutions and services, announced the appointment of co-founder and chief scientist Dr. Ravi Mehrotra to president. Known in the industry as the "passionate mathematician," Mehrotra conceptualized and developed the science behind IDEaS' unique revenue optimization technology and was instrumental in leading the company to its recent acquisition by SAS. As president, Mehrotra is responsible for directing the company's global strategy and leading the organization forward.

"Ravi is passionate about working with customers and delivering innovative products to market," said Randy Guard, chairperson of IDEaS' new board of directors. "As the founder of IDEaS, Ravi brings a strong focus on innovation and welcomes this new opportunity with SAS to grow the IDEaS business."

Before co-founding IDEaS in 1989, Mehrotra taught electrical and computer engineering at North Carolina State and held engineering roles, designing solutions to real time scheduling and transportation problems, at Texas Instruments and Anderson Consulting. Mehrotra graduated from the Indian Institute of Technology and earned his PhD in electrical and computer engineering from Carnegie Mellon University.

"I am thrilled to continue to build on IDEaS' technological edge in my role as president" said Mehrotra. "Enhanced by the synergies created by our merger with SAS, we look forward to delivering world-class, enterprise-wide profit optimization solutions to present and future clients."



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Russia & CIS
Hotel Investment Conference
21-22 October 2008
The Ritz-Carlton, Moscow



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H&MM Marketing Report Quarterly



H&MM's quarterly round up of hospitality industry sales and marketing news and analysis

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By Russell Shaw

Maximizing revenue from electronic channels: The



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- ✚ [Peter Island announces the appointments of Matt Balcik and Christy Little As GM and sales & marketing manager](#)
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