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Hospitality Veteran David Warman Joins IDEaS as Chief Client Officer to Advance Client-First Culture

Warman's 30-plus years of hospitality leadership will enhance IDEaS' best-in-class client experience

MINNEAPOLIS—Nov. 3, 2021—IDEaS Revenue Solutions, the world's leading provider of automated revenue management software and services, announced today the selection of David Warman as its chief client officer effective November 1, 2021. This role will be instrumental in evolving the impact and scope of IDEaS account management, client operations and consulting teams as the world of hospitality continues to innovate and evolve.

Warman spent over 30 years leading successful marketing and revenue optimization initiatives across the hospitality industry. He served in executive roles with some of the world's most prestigious brands including Four Seasons, IHG and Hilton. His track record of exemplary leadership will be applied to enhancing IDEaS' best-in-class client experience.

- **Client-first culture** – Warman's near-term focus will include advancing IDEaS' strategic client partnerships. He will be dedicated to championing a client-first culture with a goal of retaining and growing the organization's client relationships and engagements.
- **Innovative leadership** – Warman brings a breadth of global experience leading teams across multiple disciplines in improving customer experiences, unlocking new revenue streams, increasing profitability and instilling stronger team engagement.
- **The next evolution of client success** – IDEaS, well-known for focused client success and listening to the voice of the client, will leverage Warman's expertise to build a new paradigm for client success programs in hospitality technology.

Sanjay Nagalia, co-founder, COO, CTO, IDEaS, said: "We are excited to welcome David Warman to the IDEaS family. Our clients have always been our number one priority, and it takes a passionate, visionary leader to take our world-class client experience to the next level. David's stellar track record of leadership across the hospitality industry will bring a new degree of excellence to IDEaS and elevate our strong client-first culture."

David Warman, chief client officer, IDEaS, said: "I am beyond excited about joining IDEaS—an organization I have long admired for creating innovative

solutions that drive commercial success. I look forward to working side by side with the IDeaS team whose passion and dedication to client success have inspired me throughout my career. Hospitality's commercial landscape continues to evolve rapidly, creating opportunities to unlock further growth, and evolving the client success model for today and tomorrow's commercial leaders will be essential to capturing this potential."

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 16,000 clients in 144 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.