

FOR IMMEDIATE RELEASE

IDEaS Founder Dr. Ravi Mehrotra Joins the Leland C. and Mary M. Pillsbury Institute for Hospitality Entrepreneurship Advisory Board at Cornell University's S.C. Johnson College of Business, Hotel School

MINNEAPOLIS—Dec. 18, 2018—Dr. Ravi Mehrotra, co-founder, president and chief scientist of [IDEaS Revenue Solutions](#), was named to the board of the Leland C. and Mary M. Pillsbury Institute for Hospitality Entrepreneurship (PIHE) at Cornell University's S.C. College of Business Hotel School.

Along with his role leading IDEaS, Mehrotra is a noted author, speaker and innovator in the fields of predictive analytics, forecasting and dynamic-price optimization. As a new PIHE advisory board member, he will help steer the future direction of the Institute, engage its student body through teaching and research, and participate in other academic and social programs in the S.C Johnson community.

Dr. Ravi Mehrotra, co-founder, president and chief scientist, IDEaS, said: "I am proud to join the Pillsbury Institute, which is the breeding ground for so much of the hospitality industry's innovation and future leadership. Today more than ever, the industry is being shaped by young professionals who understand the complex interplay of technology and decision-making as guides for profitability as well as great guest experience. I look forward to helping cultivate that knowledge at PIHE and participating in many aspects of life on campus in the coming months as we join IDEaS' spirit of innovation with the best academic minds and finest students in the industry."

Neil Tarallo, academic director, the Leland C. and Mary M. Pillsbury Institute for Hospitality Entrepreneurship, said: "We are delighted to have Dr. Mehrotra join our board as we prepare for the most active and diverse year in the history of the Pillsbury Institute. We will announce the further expansion of our leadership in conjunction with our new strategy roll-out in early 2019. We look forward to an exciting future, in partnership with companies and individuals such as Dr. Mehrotra and IDEaS, who are the embodiment of entrepreneurial thinking and behavior."

About IDEaS and Dr. Ravi Mehrotra

IDEaS, a SAS company, is the world's leading provider of revenue management software and services. With nearly 30 years of expertise, IDEaS drives better revenue for more than 10,000 clients in 124 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 and follow us on [LinkedIn](#) and [Twitter](#).

Dr. Ravi Mehrotra is the president, co-founder and chief scientist at IDeaS. Through the establishment of IDeaS in 1989, Mehrotra pioneered the “opportunity cost” approach that later became the industry standard for dealing with the complexities of the network or length-of-stay effects in revenue management.

Mehrotra’s research and founding involvement in IDeaS is a natural progression of his scientific background. As an assistant professor at North Carolina State University, he invented new models for parallel computing; designed and analyzed both asynchronous and randomized algorithms for distributed processing; and reviewed many proposals for key government scientific agencies.

Today, Mehrotra remains an active and hands-on chief scientist at IDeaS. He continues to research increasingly sophisticated methods for dynamic pricing that optimize expected profits over longer time horizons and is a widely-recognized leader in the field of predictive analytics, forecasting and dynamic price optimization.

About the Leland C. and Mary M. Pillsbury Institute for Hospitality Entrepreneurship

Founded in 2006, the Leland C. and Mary M. Pillsbury Institute for Hospitality Entrepreneurship (PIHE) at the Cornell University SC College of Business Hotel School is the premier platform of knowledge in entrepreneurial thinking and behavior with an emphasis on hospitality, service, and customer experience. PIHE informs companies and students with respect to non-linear problem solving methodologies, opportunity identification, and innovation with constrained resources; all within the context of corporate, new venture, and social enterprises. In addition to preparing our students to launch *sustainable* new ventures, this approach to entrepreneurship education addresses the need for “entrepreneurial thinkers” within existing organizations and positions our students to make contributions to company missions early in their career. By focusing on entrepreneurial behavior & thinking, the Pillsbury Institute redefines entrepreneurship education and creates an expanded context for the direct application of entrepreneurship.

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