

IDEaS congratulates winners of 2016 IDEaS Cornell Revenue Management Scholarship

Revenue management industry leader and prestigious university award certificates in strategic leadership and revenue management to six professionals

Minneapolis, Minn. – December 1, 2016 – [IDEaS Revenue Solutions](#), a leading provider of revenue management software solutions and advisory services, today announced the [2016 IDEaS Cornell Management Scholarship](#) winners. Offered in partnership with the Cornell University School of Hotel Administration, the IDEaS Cornell Revenue Management Scholarship presents hospitality professionals with the opportunity to earn online certificates developed by senior Cornell faculty leaders.

Currently celebrating its eighth year, the scholarship program fosters professional development in the field of revenue management around the world, with this year's recipients representing six countries and six different hotel organizations.

"IDEaS has been a pioneering force in bridging academia and business in the hospitality industry, and we are proud to help future revenue leaders across the globe strengthen their revenue management and strategic leadership skills," said Linda Hatfield, vice president of knowledge management for IDEaS. "By partnering with the highly revered hospitality program at Cornell University and promoting these valuable certifications, we're helping drive the industry forward."

Winners of the 2016 IDEaS Cornell Scholarship include:

Certificate in Strategic Leadership for the Hospitality Professional

- Maria Carissa Agcaoili La'O, Business & Operations Development Manager, Oak Drive Hotels and Resorts, Philippines
- Trang Tran Huyen Pham, Research & Development Analyst, Jannah Hotels & Resorts, UAE
- Shahla Jabrayilzadeh, Executive Assistant, Qafqaz Hotels and Resort Group Gilan, Azerbaijan

Certificate in Advanced Hospitality Revenue Management: Pricing and Demand Strategies

- Sarah Anne Walsh, Front of House Manager, The Chesterfield Mayfair Hotel London, United Kingdom
- Nomcebo Lucille Tembe, Cluster Revenue Manager, Hilton, South Africa
- Jakub Kovac, Revenue Manager, Pine Cliffs Resort, A Luxury Collection/Marriott/Starwood, Portugal

"The IDEaS Cornell Strategic Leadership Scholarship means a strategic revolution in my company's performance as well as an invaluable opportunity for me to enhance my leadership competence in hospitality," said Pham. "I'm deeply thankful to IDEaS and Cornell University for educating and supporting aspiring talents in the industry."



A SAS COMPANY

Press Contact:

Haberman for IDEaS

Megan Mell, PR Representative
meganmell@modernstorytellers.com
612.367.8568

“IDEaS and Cornell have given me the ultimate opportunity to extend my revenue management knowledge at the world's best hospitality university,” added Kovac. “This course will not only provide me with valuable insights but also confidence in my career progress.”

For more information on the program or to apply for future scholarships, visit <http://ideas.com/about/scholarship>.

About the Cornell School of Hotel Administration

The Cornell University School of Hotel Administration is shaping the global knowledge base for hospitality management through leadership in education, research, and industry advancement. The school provides management instruction in the full range of hospitality disciplines, educating the next generation of leaders in the world's largest industry. Founded in 1922 as the nation's first collegiate course of study in hospitality management, the Cornell School of Hotel Administration is recognized as the world leader in its field. For more information, visit <https://sha.cornell.edu>.

About IDEaS

With more than one million rooms priced daily on its advanced systems, IDEaS Revenue Solutions leads the industry with the latest revenue management software solutions and advisory services. Powered by SAS® and more than 25 years of experience, IDEaS proudly supports more than 7,000 clients in 94 countries and is relentless about providing hoteliers more insightful ways to manage the data behind hotel pricing.

IDEaS empowers its clients to build and maintain revenue management cultures—from single entities to world-renowned estates—by focusing on a simple promise: Driving Better Revenue.

IDEaS has the knowledge, expertise and maturity to build upon proven revenue management principles with next-generation analytics for more user-friendly, insightful and profitable revenue opportunities—not just for rooms, but across the entire hotel enterprise.

For more information, visit www.ideas.com.

###