

IDEaS Announces 2019 Cornell Revenue Management Scholarship Recipients

IDEaS works to help advance the careers of six next-generation hotel revenue leaders through its ongoing scholarship program

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MINNEAPOLIS—April 25, 2019—[IDEaS Revenue Solutions](#) today announced the [2019 IDEaS Cornell Management Scholarship](#) recipients. As the leading provider of revenue management software and advisory services, IDEaS works in partnership with the Cornell University School of Hotel Administration within the Cornell SC Johnson College of Business. The scholarships present hospitality professionals with the opportunity to earn online certificates developed by senior Cornell faculty leaders.

Currently celebrating its tenth 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.

Winners of the 2019 IDEaS Cornell Scholarship include:

Certificate in Hotel Revenue Management

- Eric Marichal, revenue manager, Witham Family Hotels, United States of America
- Jana Vystupova, revenue optimization manager, Bohemian Hostels & Hotels, Czech Republic

Certificate in Advanced Hospitality Revenue Management: Pricing and Demand Strategies

- Kevine Otieno, inventory manager/assistant revenue manager, Aloft Abu Dhabi, United Arab Emirates
- Junius De Silva, director of revenue, The Sebel Melbourne Docklands & Residencies, Australia

Certificate in Data Analytics 360

- Blanca Maria Torres, revenue analyst, Casa Andina Hotels, Peru
- Renata Makarova, head of revenue management, Halldis Spa, Italy

Junius De Silva, director of revenue, The Sebel Melbourne Docklands and Residencies, said: "Winning this IDEaS-sponsored, prestigious scholarship

through Cornell University will further amplify my efforts in curating a revenue culture within our hotels as we shift from traditional revenue management toward strategic revenue management. This scholarship will enable me to create awareness, share knowledge and inspire the future revenue leaders of our industry.”

Jana Vystupova, revenue optimization manager, Bohemian Hostels & Hotels, said: “I’m excited to study at the renowned Cornell University. Having learned revenue management mostly on the job so far, this IDEaS scholarship provides a fantastic opportunity for me to deepen, structure and enhance my knowledge to be on top of my game. In this complex and critical field, the competitive advantage comes from a combination of analyst skills, knowledge and strategic use of data and tools.”

Dr. Ravi Mehrotra, president, founder & chief scientist, IDEaS, said: “A key part of IDEaS’ mission to drive the future of revenue management is ensuring the brightest minds are given opportunities to lead. Our ongoing relationship with the hospitality program at Cornell University bridges business and academia to recognize and promote the next generation of hotel revenue leaders, worldwide.”

For more information on the program or to apply for future scholarships, visit <https://ideas.com/tools-resources/scholarship/>.

About IDEaS

IDEaS, a SAS company, is the world’s leading provider of revenue management software and services. With 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.

About the School of Hotel Administration

The School of Hotel Administration, at the Cornell SC Johnson College of Business, 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 School of Hotel Administration is recognized as the world leader in its field. For more information, visit sha.cornell.edu.