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For additional information, please contact:



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Mulberry Marketing Communications

Nicole DiVito

[ndivito@mulberrymc.com](mailto:ndivito@mulberrymc.com)

+1 312 664 1532

IDEaS Revenue Solutions

Cris Herman, Global Client Marketing Manager

[cris.herman@ideas.com](mailto:cris.herman@ideas.com)

+1 952 698 4200

## **IDEaS Revenue Solutions Announces Winners of 2013 IDEaS Cornell Revenue Management Scholarship**

***First-of-its-kind scholarship held biannually to advance the field of revenue  
management within hospitality***

**MINNEAPOLIS – AUGUST 7, 2013** – For the fifth consecutive year, [IDEaS Revenue Solutions](#), the leading provider of pricing and revenue management software, services and consulting to the hospitality industry, has announced the winners of the [IDEaS Cornell Revenue Management Scholarship](#). Offered in conjunction with The Cornell University School of Hotel Administration, the scholarship is designed to help increase professional development opportunities in the field of revenue management. Under the first round of the program, six hospitality professionals were awarded scholarships based on their demonstrated excellence in revenue management and career aspirations.

“Each year, we look for revenue management professionals across the globe who stand out for their achievements and determination,” said Vivek Bhogaraju, Director, Global Strategic Alliances, IDEaS. “IDEaS is thrilled to work in tandem with Cornell and support this scholarship program to help these professionals further develop their skills and capabilities in hospitality pricing and revenue management.”

Supported by IDEaS and Cornell, the IDEaS Cornell Revenue Management Scholarship offers hospitality professionals worldwide the opportunity to gain online revenue management certifications from eCornell. Throughout the year, 12 scholarships will be awarded that will provide recipients paid registration to the Certificate in Hotel Revenue Management and the Certificate in Advanced Hospitality Revenue Management: Pricing and Demand Strategies.

Winners of the first round of the 2013 IDEaS Cornell Revenue Management Scholarship include:

Certificate in Hotel Revenue Management -

- Diane Castro Chincaro, Revenue & Reservations Executive, Casa Andina Hotels, Lima, Peru
- Saskia Maren Hoffman, Revenue Analyst, Park Hyatt, Hamburg, Germany
- Maria Isabel Quezada, Corporate Revenue Manager, Oro Verde Hotels, Guayas, Ecuador

Certificate in Advanced Hospitality Revenue Management: Pricing and Demand Strategies -

- Donn Sira Chongsiriwatana, Manager, Business Intelligence, Onyx Hospitality Group, Bangkok, Thailand
- Stefano Fusaro, Room Division & Revenue Manager, Grand Hotel Minerva, Florence, Italy
- Constantino Papadopoulos, General Manager, Holiday Inn Express & Suites, Hialeah, Fla.

“Winning this scholarship gives me access to a high-quality, specialized education that not many hospitality professionals in my country have,” said Chincaro. “The knowledge I gain from this certificate will allow me to contribute a more valuable professional opinion and help me scale into a higher position within the company.”

“Everything I have learned about revenue management is strongly influenced by the company I work with,” said Hoffman. “The scholarship will greatly enhance my understanding of revenue management principles, enable me to see it from different angles, and give me a greater, broader perspective to bring to the job.”

The deadline to apply for the second round of scholarships under the IDEaS Cornell Revenue Management Scholarship program is Oct. 25, 2013. For more information and applicant eligibility, visit [ideas.com/tools-resources/scholarship/](http://ideas.com/tools-resources/scholarship/).

To learn more about how IDEaS and Cornell are partnering to advance the revenue management profession and bring the latest tools, knowledge and resources to emerging markets, watch the [video](#).

### **About the Office of Executive Education**

The [Office of Executive Education](#) at Cornell's School of Hotel Administration facilitates interactive learning opportunities where global hospitality professionals and world-class Cornell faculty explore, develop and apply ideas to advance business and personal success. All programs are developed to address the ever-changing needs of hospitality professionals and organizations.

For more information about IDEaS, please visit [www.ideas.com](http://www.ideas.com).

### **About IDEaS**

Founded in 1989, IDEaS Revenue Solutions - a SAS Company, offers industry-leading pricing and revenue management Software, Services, and Consulting to the hospitality and travel industries. Headquartered in Minneapolis, MN with a Global Technology center located in Pune, India, IDEaS maintains sales, support and distribution offices in North & South America, the United Kingdom, Europe, Middle East, Africa, Greater China, Australia and Asia. For more information, visit [www.ideas.com](http://www.ideas.com).

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