



2021 HSMAI Revenue Optimization Conference (ROC) – Dallas, TX

Post-Conference Attendee List (as of October 6th, 2021)

ATTENDEE COMPANY	ATTENDEE TITLE
A1 Hospitality Group	Corporate Director of Revenue Strategy
AC Hotel by Marriott Irvine	Director of Sales
AC Hotel Residence Inn Dallas by the Galleria	General Manager
Aimbridge Hospitality	VP, Revenue Strategy
Aimbridge Hospitality	Corporate Director of Revenue Management
Aimbridge Hospitality	SVP eCommerce
Amadeus	Regional Vice President - Central
Amadeus	Regional VP, Demand360 Data Partnerships
Antonopoulos Group	Director of Revenue Management - Hotels
Apple Hospitality REIT	Vice President Revenue Strategy
Apple Hospitality REIT	Director of eCommerce
Ashford	Senior Director of Asset Management
Ashford	Senior Director of Revenue Management
Ashford Inc.	Senior Vice President & Head, Asset Management
Ashford Inc.	VP of Asset Management
Athena Hospitality Group	Vice President, Sales & Revenue Management
Atrium Hospitality	Vice President, Sales and Marketing
Atrium Hospitality	Corporate Director, eCommerce
AutoCamp	Head of Sales and Revenue
Avistone LLC	Director of Asset Management
Avocet Hospitality Group	VP of Revenue
AZDS Interactive	Chief Strategy and Operations Officer
AZDS Interactive	CEO
AZDS Interactive	Director of Sales
Banyan Investments Group	VP of Sales and Revenue
BCV, A RateGain Company	VP Sales
BCV, A RateGain Company	Sales Director
Best Western Hotels & Resorts	Managing Director, Revenue Management Services
Beyond Pricing	Revenue Manager
Booking.com	Key Account Manager Global Accounts
Booking.com	Key Account Manager
Booking.com	Key Account Manager Global Accounts
Booking.com	Key Area Manager
Booking.com	Key Account Manager

ATTENDEE COMPANY	ATTENDEE TITLE
Booking.com	Area Manager - Local Chains
Booking.com	Account Manager
Booking.com	Director of Global Accounts
Booking.com (USA) Inc.	Account Manager
BRE Hotels & Resorts	Corporate Director, Revenue Management
BRE Hotels + Resorts	SVP Revenue & Profit Optimization
BRE Hotels and Resorts	VP, Revenue Optimization
BWH Hotel Group	Senior Director, Worldwide Sales
Camby/The, Autograph Collection Hotel	Reservations Coordinator
Castlerock Asset Management/Westin Nashville and Bobby Hotel	Director of Revenue Management
Cendyn	Chief Marketing Officer
Cendyn	VP & Head Sales, America
Cendyn	VP, Enterprise Sales, Gaming
Cendyn	Sr. Director, Strategic Commercial Initiatives
Cendyn	Vice President, Revenue Analytics
Chesapeake Hospitality	Vice President of Revenue Strategy
Chesapeake Hospitality	Chief Commercial Officer
CHMWarnick	Vice President
Choice Hotels	Revenue Manager
Choice Hotels International	Revenue Manager
Choice Hotels International	Revenue Manager
Choice Hotels International	Revenue Manager
Clairvoyix	VP, Business Development
Claremont Companies	VP of Sales & Marketing
Club Quarters Hotels	Head of Revenue Management and Distribution
Cogwheel Marketing	Founder & Digital Matriarch
Concord Hospitality	Vice President Revenue Strategy
CoralTree Hospitality	VP, Revenue Strategy + Distribution
Cornell University	Student
Cornhusker Marriott	Manager of Revenue Strategy
Crescent Hotels & Resorts	SVP Commercial Strategy
CSM Lodging Services Incorporated	VP of Revenue Generation
Curacity	CEO and Co-founder
Curacity	Director of Strategic Partnerships
Davidson Hospitality Group	Vice President of Revenue Management
Diamond Resorts International	Revenue Manager
Diamond Resorts International	Director of Revenue Management - North America
Diamond Resorts International	Vice President of Revenue Management, North America
Diamond Resorts International	Revenue Manager
Diamond Resorts International	Director of Rental Distribution & Marketing
Dragonfly Strategists	VP of Revenue Services and Analytics
Duetto	Director of Customer Success, Americas
Duetto	Regional Director of Sales

ATTENDEE COMPANY	ATTENDEE TITLE
Duetto Research, Inc.	Senior Customer Success Manager
Elevat3, LLC	President - Chief Revenue Officer
Enchantment Group	Corporate Director of Revenue Management
Enchantment Group	Corporate Revenue Manager
EOS Hospitality, LLC	Regional VP of Revenue
EOS Investors LLC	EVP - Revenue Distribution & E-Commerce
Estancia La Jolla	Director of Revenue Management
Expedia Group	Director, Market Management
Fairmont Austin	Associate Director, Revenue Management
First Hospitality Group	Regional Director of Revenue
Florida International University	Professor
Focal Revenue Solutions	Co-Founder, President
Fornova	VP Product
Fornova	CEO
Fornova	VP Sales
Foster Garvey PC	Principal and Chair of Hospitality, Travel and Tourism Practice
Global Hospitality Investment Group	Head of Revenue
Globant	Sr. Client Partner US
Graduate Hotels	Senior Vice President Sales & Revenue Management
Grand Casino Hinckley	Hospitality Business Executive
Grand Geneva Resort and Spa	Area Manager of Revenue Strategy
Great Wolf Resorts	Corporate Director Of Revenue Management
Guest Services, Inc.	Revenue Manager, Hospitality Division
Gurney's Resorts	Director of Revenue
Hershey Entertainment & Resorts Co	Director of Revenue Management & Reservations
Highgate	EVP of Revenue & Distribution
Highgate	Chief Commercial Officer
Highgate	Vice President of Revenue Management
Highgate Hotels	VP Revenue and Distribution
Highgate Hotels	Executive Vice President
Highgate Hotels	VP of Revenue Management
Highway West Vacations	Revenue Management Intern
Hilton	Vice President, Revenue Management
Hilton	Vice President, Commercial Services
Hilton Hotels Corporation	Senior Director of Revenue Management
Hopper	Area Manager
Hospitality Upgrade	SVP and Managing Editor
Hospitality Upgrade	Editorial Assistant
Host Hotels & Resorts	VP Revenue Management & Commercial Strategy
Hotel Compete	CEO
Hotel Investment Services, Inc.	VP of Revenue and Digital Marketing
Hotel News Now	Reporter
Hotel Recovery	Editor

ATTENDEE COMPANY	ATTENDEE TITLE
Hotel Santa Fe	Director of Sales & Marketing
HotelTonight/Airbnb	Head of Supply
HRI Hospitality	Vice President, Revenue Management
HRI Lodging	Senior Vice President of Sales and Marketing
Hyatt Corporation	Regional Director of Revenue Management
Hyatt Corporation	Corporate Revenue Senior Analyst
Hyatt Hotels & Resorts	Area Director of Revenue Strategy
Hyatt Hotels Corporation	Manager Revenue Management Analytics
Hyatt Hotels Corporation	Area Director of Revenue Management
Hyatt Hotels Corporation	Director Revenue Management Systems
IDeaS Revenue Solutions	Area Manager, Americas
IDeaS Revenue Solutions	Director, Account Management, Americas
IDeaS Revenue Solutions	Regional Manager, CRM Team
IDeaS Revenue Solutions	VP, Marketing and Enablement & Engagement
IDeaS Revenue Solutions	Client and Partner Marketing Specialist
IDeaS Revenue Solutions	Director of Sales, Northeast
IDeaS Revenue Solutions	Sr. Director, Account Management
IDeaS Revenue Solutions	Lead Administrative Assistant
IDeaS Revenue Solutions	Director, Product Management
IDeaS Revenue Solutions	Territory Account Executive
IDeaS Revenue Solutions	Manager. Solution Engineering
IDeaS Revenue Solutions	Director of Sales, Western Region
IDeaS Revenue Solutions	Global Director - Account Management
IDeaS Revenue Solutions	Chief Evangelist & Development Officer
IDeaS Revenue Solutions	Director Industry Consulting
IDeaS Revenue Solutions	Product Manager
IDeaS Revenue Solutions	Sr. Industry Advisor
IDeaS Revenue Solutions	Senior Director, Enterprise Account Management
IDeaS Revenue Solutions	Market Development Rep
IDeaS Revenue Solutions	President & Founder
IDeaS Revenue Solutions	Chief Operating Officer
IDeaS Revenue Solutions	Director, Account Management
IDeaS Revenue Solutions	Director of Sales, West Coast
IDeaS Revenue Solutions	Account Executive
IDeaS Revenue Solutions	Managing Director - Americas
IDeaS Revenue Solutions	Director of Sales, Mid-Atlantic
IDeaS Revenue Solutions	Director of Sales, Mountain and Midwest
IDeaS Revenue Solutions	VP, IDeaS Product Development
IDeaS Revenue Solutions	Sr. Vice President, Growth
IDeaS Revenue Solutions	Area Manager, Sales
IDeaS Revenue Solutions	Director, Account Management, Americas
IDeaS Revenue Solutions	Regional Solutions Engineer
IDeaS Revenue Solutions	Field Marketing Manager, Americas

ATTENDEE COMPANY	ATTENDEE TITLE
IDeaS Revenue Solutions	Sales Development Rep
IHG	Director - Revenue Management Product Delivery
IHG	SVP, Commercial and Revenue Management
IHG	VP, Revenue Management
IHG	Head of Sales & Marketing Operations
Infor	Senior Revenue Management Consultant
Infor	Support Manager
Infor	Senior Manager, Support Operations
Integral Hospitality Solutions, LLC	Director of Revenue Management
Intercontinental Montreal	Revenue Manager
InterMountain Management	Corporate Director of Sales
InterMountain Management	Regional Director of Revenue Management
InterMountain Management	eCommerce & Communications Manager
InterStar Hotel Consulting	Chief Executive Officer
Interstate Hotels & Resorts	Regional Director, Revenue Strategy
IVvy	VP of Sales, West Region
iVvy	VP of Sales
iVvy Inc.	Senior Vice President of Sales - America
Kalibri Labs	Director, Client Solutions
Kalibri Labs	CEO and Co-founder
Kalibri Labs	Manager, Client Engagement
Kalibri Labs	VP, Client Solutions
Kalibri Labs	VP, Enterprise Sales
Kalibri Labs	VP, Sales
Kampgrounds of America, Inc.	Director of Business Development
Kennedy Training Network	President
Kessler Collection	Chief Revenue and Marketing Officer
Kessler Collection	Corporate Director of Revenue
Kessler Collection	Regional Revenue Manager
Knowland	VP of Sales
Knowland	Chief Product Officer
KOA, Inc.	Business Development Consultant
KOA, Inc.	Revenue Manager
Kriya Hotels - Kriya RevGEN	Managing Partner
Kriya RevGEN - Kriya Hotels	Co-Founder
KSL Resorts	Chief Commercial Officer
Lakehouse Hotel and Resort	Director of Revenue Management
Larry Blumberg & Associates	Regional Director of Revenue Management
Larry Blumberg & Associates Hospitality	Corporate Manager of eCommerce
LBA Hospitality	Corporate Manager of eCommerce
Life House	Sr. Product Marketing Manager
Lodging Advisory Group	Corporate Director of Revenue Management
Long and Foster Christies International Real Est	Head of Global Hospitality Real Estate - HQ

ATTENDEE COMPANY	ATTENDEE TITLE
Longevity Marketing Solutions, LLC	Consultant
Los Angeles Athletic Club	Director of Sales & Marketing
Lotte New York Palace	Director of Revenue Management
Luxe Hotels	Owner
Luxe Hotels	General Manager
Marcus Hotels	Vice President, Revenue Strategy & Distribution
Marcus Hotels & Resorts	Revenue Manager
Marcus Hotels & Resorts	Chief Commercial Officer
Marcus Hotels & Resorts	Area DORM
Marcus Hotels & Resorts	Corporate Director of Marketing
Marcus Hotels & Resorts	Area Director of Revenue Management
Marriott International	Sr. Director, Revenue Mgmt. Systems Strategy
Marriott International	Senior Director of Revenue Management Support, US and Canada
McNeill Hotel Company	VP of Revenue Management
Milestone Inc.	Head of Hospitality
Mirai	CEO
MMGY Global	Senior Business Strategist
Montage International	Vice President, Revenue Management
Montclair State University	Adjunct Professor
Navesink Advisory Group LLC	Principal
NAVIS	Enterprise Sales Consultant
NAVIS	Senior Enterprise Sales Consultant
NCG Hotels	Director of Revenue Management
NHG	Senior Revenue and eComm Manager
Ocean Reef Club	Director of Revenue Management
Ohana Real Estate Investors	Vice President, Revenue Management
Omni Hotels & Resorts	Vice President, Revenue Strategy
Omni Hotels & Resorts	Corporate Director, Revenue Management
Oracle Hospitality	Area Vice President Strategic Sales - NAM
Oracle Hospitality	Senior Sales Executive
Oracle Hospitality	Sr. Vice President, Global Business Development
OTA Insight	Business Development Manager
OTA Insight	Business Development Manager
OTA Insight	General Manager - Americas
OTA Insight	Business Development - USA & Canada
OTA Insight	Global Business Development Manager
OTA Insight	Head of Brand
Outrigger Hospitality Group	Corporate Director, Global Contact Center
Outrigger Hospitality Group	VP of Revenue Strategy
Oxford Collection	Vice President of Revenue Strategy
Oxford Collection	Corporate Director of Revenue Strategy
Pace	CEO
Pace	Co-Founder

ATTENDEE COMPANY	ATTENDEE TITLE
Pacific Hospitality	Director of Marketing
Pacific Hospitality Group	Corporate Director of Marketing
Pacific Hospitality Group	Regional Director of Revenue Strategy
Pacific Hospitality Group	Regional Marketing Manager
Pacifica Hotels	Vice President Revenue Strategy
Pacifica Hotels	Chief Operating Officer
Pacifica Hotels	Vice President of Revenue
Pacifica Hotels	Regional Director, Revenue Management
Parclane	VP, Marketing Automation
Parks Hospitality Group	Vice President, Sales & Revenue Strategy
Pasea Hotel & Spa	Director of Revenue
Pasea Hotel & Spa	General Manager
Pasea Hotel & Spa/Koā€™a Kea Hotel & Resort	Director of Revenue Strategy
Pasea Hotel and Spa	Area Social Media Manager
Pathfinder Development	Revenue Manager
Peachtree Hospitality Management	Vice President Digital Media & Strategy
Pebblebrook Hotel Trust	Vice President of Revenue Strategy
Penn State University	Professor
PHG Consulting	Senior Vice President, PHG Consulting
Platinum Hotel	Director Of Revenue
Playa Resorts	VP, Revenue Management
Point Hospitality	Corporate Director of Operations
Point Hospitality Group	VP of Revenue Management & Distribution
Portfolio Hotels	VP Of Revenue Generation
Preferred Hotels & Resorts	Director, Revenue Optimization
Preferred Hotels & Resorts	Vice President, Global Revenue Optimization
Preferred Hotels & Resorts	Vice President, Global Merchandising & Marketing
Preferred Hotels & Resorts	Vice President, Revenue Management Services
Preferred Hotels & Resorts	Vice President, Global Digital & Marketing Operations
Prism Hotels & Resorts	Area Director of Revenue Optimization
Prism Hotels & Resorts	SVP Sales, Marketing, & Revenue Optimization
Pure Wellness Rooms	Director of Revenue Optimization
Radisson Hotel Group	EVP, Chief Commercial Officer
Radisson Hotel Group	Manager, Revenue Optimization Owned & Managed Hotels
Radisson Hotel Group	Revenue Strategy Manager
Radisson Hotel Group	Director, Revenue Optimization
Radisson Hotel Group	Manager, Revenue Optimization Systems
Radisson Hotel Group	Manager, Revenue Optimization Service
Radisson Hotel Group	VP, Channels and Distribution-Americas
Radisson Hotel Group - Americas	Vice President, Revenue Optimization-Americas
RateGain	Senior Manager, Sales
RateGain	Senior Manager, Sales
RateGain	Vice President Customer Success

ATTENDEE COMPANY	ATTENDEE TITLE
RateGain	Associate Vice President, Customer Success
RateGain	Associate Vice President Customer Success
RateGain	VP, Account Management
RateGain	AVP, Customer Success
RateGain	President, Americas
RateGain	Vice President, Sales & Strategic Alliances
Raymond Management Company	Corporate Sales & Revenue Leader
RC Photographic Productions. Inc.	Photographer
Red House Strategy	Principal
Red Roof	Lead Revenue Manager
Red Roof	VP, Distribution
Regency Hotel Management	Chief Revenue Officer
Remington Hotels	Vice President of Revenue Management
Remington Hotels	Chief Commercial Officer
Remington Hotels	DVP of Sales & Marketing
Renaissance Baton Rouge/Expotel Hospitality	Area Director of Revenue
ResortPass	Director of Sales and Account Management
ResortPass	Account Manager
ResortPass	CEO & Founder
Revenue Analytics	CEO
Revenue Analytics	VP Business Development
Revenue Analytics	Director, Customer Strategy & Success
Revenue Analytics	Customer Strategy and Success Manager
Revenue Generation LLC	Founder and Principal
Revenue Matters	Vice President of Revenue Strategies
Revenue Matters	Director of Revenue Strategies
Revenue Matters	Sr. Director of Revenue Strategies
Revenue Matters	Director of Revenue Strategies
Revenue Matters	Director of Revenue Strategies
Revenue Matters	Director of Revenue Strategies
Revenue Matters	Sr. Director of Revenue Strategies
Revenue Matters	Director of Marketing
Revenue Matters	President
Revenue Matters	CEO
Revenue Matters	Director of Revenue Strategies
Revenue Matters	Director of Revenue Strategies
Revinat	VP, Sales
Roch Capital	Vice President of Asset Management
RockCheetah/Hospitality Digital Marketing	Founder-CEO
Roomdex	Head of Marketing
ROOMDEX	CEO & Co-Founder
Rosewood Hotel Group	Regional Director of Revenue Management
Rosewood Hotel Group	Sr. Corporate Director Global Revenue Management

ATTENDEE COMPANY	ATTENDEE TITLE
Rosewood Hotels	Area Director of Revenue Management
Sabre Hospitality Solutions	Manager, Sales Management Consulting
Sabre Hospitality Solutions	General Manager, Business Development
Sabre Hospitality Solutions	VP, North America Business Development
Sassato LLC	Principal
SBE	Vice President Revenue & Distribution
sbe Lifestyle Hotels	Area Director of Revenue Management
Scout Simply	Principal
SHR	Director of Revenue Management Services
SHR Global	Director of Business Development
Silverado Resort & Spa	Director, Revenue, Marketing, Distribution
SiteMinder	Director, Enterprise Sales
SiteMinder	Enterprise Business Development Manager
SiteMinder	Director of Optimization, Americas
SiteMinder	Enterprise Business Development Director
Sonesta International Hotels Corporation	Chief Commercial Officer
Sonesta+RLHC	Director of Revenue Strategy
Sonesta+RLHC	Regional Director of Revenue Strategy
Sonesta+RLHC	Vice President, Distribution & Channel Management
Sonesta+RLHC	Vice President, Revenue Management
Sonesta+RLHC	Director of Revenue Strategy
Stonebridge Companies	Vice President of Hotel Performance and Analytics
STR	Director, Digital Data Solutions
STR	VP Analytics
STR	Senior Account Manager
StrategicRev	Founder
Summit Hotel Properties, Inc.	Vice President, Revenue Strategy
Tambourine	Director of Sales
Tambourine	President
Tambourine	Business Development Director
Tambourine	Chief Sales Officer
Tambourine	VP, Marketing
Tambourine	SVP, Enterprise & Brands
TCRM (Total Customized Revenue Management)	CEO
The Guestbook	Director of Sales
The Hotels Network	Senior Market Manager
The Hotels Network	Strategic Ambassador
The Meritage Resort & Spa	Managing Director
The Pittman Hotel	General Manager
The Shore and Ocean View Hotel	Regional Director of Revenue
Tourism Economics	President
Travel Outlook Premium Hotel Call Center	High-Touch Client Advocate
Travel Outlook Premium Hotel Call Center	President

ATTENDEE COMPANY	ATTENDEE TITLE
Tripadvisor	Revenue Consultant
Triptease	Mid Market Account Executive
Triptease	Mid Market Account Executive
Triptease	VP, Sales
UpMail	Founder
Vail Resorts	Director, Corporate Revenue Strategy
Valencia Hotel Group	Corporate Director of Revenue Strategy & Distribution
Venetian Resorts	SVP, Revenue Management and Enterprise Analytics
Vindow	Market Development Director
Vindow	CPO
Virgin Hotels	Regional Director of Revenue
Virginia Tech University / Revenue Generation LLC	Visiting Instructor / Director of Analytics
Vizergy	Account Executive
VRI Americas	Vice President, Revenue, Distribution & Marketing
White Lodging	Director of Sales and Marketing
Woodloch Pines	Revenue Manager
Woodloch Pines	Director of Marketing
Wyndham	GVP, Global Revenue Management
Wyndham Hotels & Resorts	Sr. Director, Revenue Management Operations & Systems
Wyndham Hotels & Resorts	EVP, Loyalty & Revenue Optimization
Wyndham Hotels & Resorts	VP, Revenue Optimization
ZS	Managing Principal
ZS	Associate Consultant
ZS Associates	Decision Analytics Manager