

# POMS College of Behavior in Operations Management

Thursday, May 8, 2014

10AM to 6PM

Atlanta Marriot Marquis

\*\*Held the day prior to the 25<sup>th</sup> Annual POMS Conference\*\*

## The Human Element in Pricing / Revenue Management

Join us to explore various topics relevant to human behavior and operations management and to learn from both practitioners and academics. This is a great opportunity to meet with experts in this area that may inform and inspire your research. Hope to see you there!

Contact: [Mirko.Kremer@psu.edu](mailto:Mirko.Kremer@psu.edu)

### Speakers and Panel Discussants Include...



**Tammy Farley, President, Rainmaker Group**

Rainmaker Group produces revenue management software for casino hotels and other organizations to use. It is one of the nation's fastest growing private companies.



**Dr. Robert Phillips, Professor of Professional Practice, Columbia Business School**

Bob Phillips is the Director of the Columbia Center for P&RM and is also founder and chief science officer of Nomis Solutions.



**Dev Koushik, VP of Global Revenue Optimization, IHG**

InterContinental Hotels Group (IHG) is a leading hotel company that includes many world renowned hotel brands such as InterContinental Hotels and Resorts and the Holiday Inn.



**Dr. Laurie Garrow, Associate Professor, Georgia Institute of Technology**

Laurie's research enhance understanding of travel behavior, using advanced models of travel demand that integrate discrete choice, econometric, and market research methods.



**Loren Williams, Executive Director, Advisory Services at EY**

At EY, Loren develops and optimizes customer response models to support pricing and inventory decisions for clients in travel and transportation, wholesale and retail trade, discrete manufacturing and consumer products.



**Joshua Dick, Director, Pricing Architecture and Bundling at Cox Communications.**

Formerly, Joshua worked in (strategic) pricing at Guitar Center and Home Depot.



**Jon Higbie, Senior Vice President and Chief Scientist at Revenue Analytics.**

Formerly, Jon worked in several roles at various leading pricing software firms, such as Manugistics and Talus Solutions.



**Dr. Wedad Elmaghraby, Associate Professor, University of Maryland**

Wedad currently does research in B2B pricing markets, exploring the interface of price optimization tools and their users.

# POMS College of Behavior in Operations Management

Thursday, May 8, 2014

10AM to 6PM

Atlanta Marriot Marquis

\*\*Held the day prior to the 25<sup>th</sup> Annual POMS Conference\*\*

## AGENDA

- |             |  |
|-------------|--|
| 10:00-10:15 | Welcome remarks  |
| 10:15-10:45 | Wedad Elmaghraby (University of Maryland)<br><b>“Sales Force Pricing in Wholesale Grocery Markets”</b>   |
| 10:45-11:00 | Coffee Break   |
| 11:00-11:45 | Tammy Farley (Rainmaker)<br><b>“Revenue Management in the Casino Industry”</b>   |
| 12:15-1:00  | Loren Williams (Ernst &Young)<br><b>“Pricing Mediated by Humans: The Role of Sales Rep Discretion”</b>   |
| 1:30-2:15   | Panel Discussion<br><b>“Implementation of Revenue Management Software”</b><br>Moderator: Elliot Bendoly (Emory)<br>Panelist 1: J.D. Dick (Cox Enterprises)<br>Panelist 2: Jon Higbie (Revenue Analytics)<br>Panelist 3: Bob Phillips (Columbia)<br>Panelist 4: Loren Williams (Ernst &Young) |
| 2:15-3:00   | Bob Phillips (Columbia University)<br><b>“Behavioral Issues in Revenue Management”</b>   |
| 3:00-3:30   | Coffee Break   |
| 3:30-4:15   | Dev Koushik (IHG)<br><b>“Revenue Management in the Hotel Industry”</b>   |
| 4:15-5:00   | Laurie Garrow (Georgia Institute of Technology)<br><b>“The influence of web search tools on airline customers' search and purchase behaviors”</b>  |
| 5:00-5:15   | Closing remarks  |
| 5:15-       | DRINKS   |