

POMS College of Behavior in Operations Management

Thursday, May 8, 2014

10AM to 6PM

Atlanta Marriot Marquis

Held the day prior to the 25th 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

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.



Paul Snyder, VP of Corporate Responsibility - Sustainability at 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.