POMS 2014 Annual Conference, Atlanta, GA

Industry Panel: Revenue Management and Pricing

Date/Time: Friday, May 09, 10:00-11:30

Location: A708, Marriott Marquis

In this panel, leading solution providers will discuss the current trends and new directions in demand forecasting, pricing and revenue management in various industries, including retail/manufacturing, passenger travel, hospitality/gaming, broadcasting/media and other leisure industries. We invite all practitioners as well as academics that are interested in practice-oriented research.

Speakers:

- **Jon Higbie**, Managing Partner and Chief Scientist, Revenue Analytics
- **Douglas LaPointe**, Sr. Director Product Management & Support, Rainmaker Group
- **Ronald Menich**, EVP and Chief Data Scientist, Predictix
- **Stan Ward**, Senior Practice Director, JDA Software Group

Panel Moderator: **Pelin Pekgün**, Assistant Professor, University of South Carolina

Dr. Jon Higbie, REVENUE ANALYTICS

MANAGING PARTNER AND CHIEF SCIENTIST

Jon Higbie leads one of the world's foremost groups of operations research scientists dedicated to pricing and revenue management. He is particularly known for his innovative work in the hospitality and advertising industries. He has been recognized for his contributions to the science of group Revenue Management, real-time price management, and large-scale network management for companies such as ABC Television Network, The Coca-Cola Company, Ford Motor Company, InterContinental Hotels Group, Marriott International and Delta Air Lines. Prior to joining Revenue Analytics, Jon Higbie served as Chief Scientist for JDA Software, Inc. He also served on the faculty of the College of Management at Georgia Tech. Jon Higbie holds a Ph.D. in Management Science and Information Technology from The University of Georgia, and a B.A. in Physics from Wittenberg University.

Mr. Douglas LaPointe, RAINMAKER

SR. DIRECTOR, PRODUCT MANAGEMENT & SUPPORT, GAMING & HOSPITALITY

Douglas was introduced to the design and development of revenue management software solutions in the early 90s and was instantly hooked. Since then he has been involved in the design and development of innovative revenue management solutions in the hospitality, passenger air travel, air cargo, passenger rail, cruise, broadcast media, retail, and manufacturing industries.

Dr. Ronald P. Menich, PREDICTIX

EVP AND CHIEF DATA SCIENTIST

Ron Menich is Chief Data Scientist at Predictix, LLC, where he leads a team a professionals assisting retailers to understand the impacts of their demand-shaping actions, such as promotions and pricing, using advanced forecasting and machine learning methods. Prior to joining Predictix, Menich served as Chief Scientist of Pricing and Revenue Management at JDA, where he was conceptual designer of many of JDA's core price optimization and availability control modules. Menich served on the Board and currently serves on the Practice Prize Committee of the Revenue Management and Pricing Section of INFORMS. He holds a bachelor's degree in mathematics from the University of Illinois at Urbana-Champaign, a master's degree in operations research, and a doctoral degree in industrial and systems engineering, the latter two from the Georgia Institute of Technology.

Mr. Stan Ward, JDA SOFTWARE GROUP

SENIOR PRACTICE DIRECTOR

Stan Ward is a Sr. Practice Director at the JDA Software Group and manages its North American Consulting Services Pricing and Revenue Management team. He has worked with clients to deliver pricing and revenue management projects across a variety of industries including: television and radio broadcasting, package delivery, cruise lines, hotels and airlines. Stan has a Bachelor of Electrical Engineering from Georgia Tech and a MBA from the Duke University - Fuqua School of Business.

Dr. Pelin Pekgün, UNIVERSITY OF SOUTH CAROLINA

ASSISTANT PROFESSOR, MOORE SCHOOL OF BUSINESS

Pelin Pekgün is an assistant professor of management science in the Moore School of Business at the University of South Carolina. Prior to joining academia, she served as the Manager of Analytical Services in JDA Software's Pricing and Revenue Management Group leading the operations research team in North America in various projects including retail, passenger travel, hospitality and other leisure industries. Her work with the Carlson Rezidor Hotel Group and JDA on stay night price optimization became a finalist for the 2012 INFORMS Franz Edelman Award and the 2013 INFORMS Revenue Management and Pricing Section Practice Award. Pekgün received her B.S. and M.S. degrees in industrial engineering from Bogazici University in Istanbul, Turkey, and M.S. and Ph.D. degrees in industrial and systems engineering from Georgia Institute of Technology.