DAVE ROBERTS
drr45@cornell.edu

Experience

Cornell University, Ithaca, NY
7/20 - present
Faculty, Nolan School of Hotel Administration
SC Johnson College of Business

- Teaching <u>Introduction to Lodging Operations</u>, covering history/trends and economics of hospitality, industry players (Owners, Operators, Brands, Independents), business models, performance metrics and applied analytics, several aspects of rooms division management, and interpreting a Hotel P&L.
- Teaching <u>Managing Hospitality Distribution</u>, covering distribution channels, digital disruption, loyalty, analytics, influencing channel choice, and game theory.
- Frequent guest speaker at several top universities, and industry events, on a wide range of topics, including Revenue Management, Analytics, Distribution, Commercial Strategy, Career Planning, and Personal Development.
- Faculty Advisor for the Cornell Chapter of HSMAI.

Virginia Tech, Falls Church, VA
1/19 – 6/20
Professor of Hospitality & Tourism Management
Graduate School, Pamplin College of Business

- Taught <u>Corporate Finance</u>, & <u>Business Strategy</u>, both of which I designed & built.

Marriott International, Bethesda, MD
7/16 - 3/19
Senior Vice President, Revenue Strategy & Solutions

- Led the Revenue Management discipline globally, for 7,000+ hotels and 30 brands, including the development and rollout of a new, proprietary, industry-leading RM System. Led the Revenue Management discipline through integration with Starwood Hotels, implementing Marriott & Starwood best practices in systems and processes, and designed a new organization with top talent from both companies.
- Led Topline Analytics, analyzing and reporting on revenue and profit performance, and identifying issues & trends globally. Supported Investor Relations on earnings calls, with an emphasis on revenue synergies from Marriott's acquisition of Starwood Hotels. Analyzed impacts of external factors and company strategies.
- Led Sales & Catering Systems, delivering technology to drive and manage meetings and events business globally. Created the business cases to support further development, and ensured systems alignment between Marriott and Starwood hotels.

4/13 - 7/16
Senior Vice President, Consumer Insights & Revenue Strategy

- Consumer Insights: Built this department from scratch, and provided consumer research and analytics for regional and corporate stakeholders. Efforts included brand health tracking, research on digital offerings, promotions analysis, sort order analysis, media mix modeling, and Consumer Success Metrics scorecard.
- Revenue Management: Continue with responsibilities noted below.
- Special Assignment: Led the business side of the anti-trust efforts of Marriott's acquisition of Starwood Hotels, leading to approvals from 24 jurisdictions globally.

2/08 - 4/13
Senior Vice President, Global Revenue Management

- Responsible for revenue management strategy and execution for all Marriott hotels worldwide. Enhanced Revenue Management systems capabilities, including demand forecasting, inventory optimization, and price response modeling.

1/07 - 2/08   *Regional Vice President, Market Strategy, Eastern US Region*
- Responsible for revenue strategy and execution for all hotels in the region

4/04 - 1/07   *Vice President, Global Pricing*
- Responsible for global pricing strategy and analysis for all hotels worldwide

10/98 - 4/04   *Senior Director / Director, Revenue Management Analysis*
- Led pricing and inventory analysis for all Marriott hotels worldwide.

2/96 - 10/98   *Sr. Manager / Manager, Decision Support Systems*
- Responsible for all personnel, hardware, and software needs.

American Airlines, Fort Worth, TX
5/95 - 1/96   *Manager, Financial Planning & Analysis*
- Managed a team of financial analysts. Projects included analysis of route economics, and financial impacts of various merger scenarios.

8/93 - 5/95   *Senior Financial Analyst*
- Analyzed the drivers of American's unit revenue premium vs. the industry.

Northwest Airlines, St. Paul, MN
Summer 1992   *Scheduling Intern*
- Reduced error in the market share forecasting model from 17% to 9%.

Booz-Allen & Hamilton, Arlington, VA
1988 - 1991   *Senior Consultant*
- Provided technical consulting on missile defense for the US Department of Defense.

Education
1991 - 1993   **Northwestern University – Kellogg School**, Evanston, IL
MBA Degree, Finance & Economics, Dean's List

1983 - 1988   **Cornell University,** Ithaca, NY
Master of Science Degree in Operations Research, Dean's List
Bachelor of Science Degree in Operations Research
Varsity Wrestling

Published Books   Hotel Revenue Management - The Post-Pandemic Evolution to Revenue Strategy, March 2022; Guide to Commercial Strategy, June 2023 (co-author)

Published Papers   Pattern Forecasting, Options Pricing, Customer Choice Modeling

Patent   US Patent on a software product (data matching algorithm), issued Nov 2011

Awards   Teaching Awards for both courses taught at Cornell
2023 HSMAI US Educator of the Year for Revenue Optimization

Advisory Boards   IBM Business Analytics; Cornell University Center for Hospitality Research

Personal   Hobbies: Martial Arts, Astronomy

December 2024