

IDEaS Announces Fabian Specht Future Revenue Innovator Scholarship with EHL

EHL hospitality management school scholarship to honor the legacy of the late EMEA-area vice president of IDEaS, Fabian Specht

LONDON—Oct. 15, 2020—Global hospitality revenue management solutions provider IDEaS has partnered with world-leading hospitality management school EHL to offer the Fabian Specht Future Revenue Innovator Scholarship. IDEaS has committed to €15,000, awarded annually beginning with the 2021-22 academic year, to two EHL students pursuing a revenue management education.

IDEaS' EMEA-area vice president Fabian Specht passed away unexpectedly in December 2019. A passionate and visionary industry leader, Specht was a returning lecturer at EHL, seeking to educate and inspire the next generation of hospitality revenue leaders. The Fabian Specht Future Revenue Innovator Scholarship honors Specht's memory and legacy of lifelong service to the hospitality industry.

Michel Rochat, EHL Group CEO, said: "Fabian Specht's passing is a great loss for the hospitality industry. We are honored that his legacy will live on through this scholarship and help to shape the future of our talented students. We are also grateful IDEaS continues to show faith in the youth and has chosen to invest alongside EHL to support tomorrow's business leaders."

Dr. Ravi Mehrotra, president, founder and chief scientist, IDEaS, said: "Fabian's impact on the global hospitality industry was immense. For over 20 years, Fabian helped IDEaS define the market for revenue management. A hotelier at heart, Fabian was an educator, a market change agent, and a visionary in the hotel revenue management space. Most importantly, Fabian treated his clients and colleagues with trust and courtesy that will serve as a guiding example for our industry. Through this trust and courtesy, Fabian earned not only the respect, but often the friendship of industry leaders. This scholarship is a testament to Fabian's commitment to the industry, and IDEaS is honored to partner with EHL's premiere revenue management program to support the rising revenue leaders of tomorrow."

About IDEaS

IDEaS, a SAS company, is the world's leading provider of revenue management software and services. With over 30 years of expertise, IDEaS delivers revenue science to more than 14,000 clients in 140 countries. Combining industry knowledge with innovative, data-analytics technology, IDEaS creates sophisticated yet simple ways to empower revenue leaders with precise, automated decisions they can trust. Results delivered. Revenue transformed. Discover greater profitability at ideas.com.

About EHL

Founded as the first hotel school in 1893 by Jacques Tschumi, then developed by the Société Suisse des Hôteliers (now hotelleriesuisse), EHL has a genuine, historical proximity to the tourism and hotel industry. This historical relationship differentiates and strengthens their work with academic institutions and organizations regionally and worldwide. EHL's defining qualities of academic excellence, emotional intelligence and human strength are their unique success factors, embodied by a network of 25,000 alumni around the world. Learn more at ehl.edu.