

The Center for Hospitality Research

— Hospitality Leadership Through Learning



Technology Entrepreneurship
Roundtable

April 14-15, 2015

School of Hotel Administration

#CHRroundtable



The Center for Hospitality Research

Hospitality Leadership Through Learning



The source for hospitality industry research

The mission of the Center for Hospitality Research is to enable and conduct research of significance to the global hospitality and related service industries as well as to improve the connections between academe and industry.

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School of Hotel Administration

Agenda



Technology Entrepreneurship Roundtable

Chair: Mona Anita K. Olsen, PhD

Tuesday, April 14, 2015

4:30 - 6:00 p.m.	Meet & Repeat: A Pillsbury Institute Speed Networking Event	289 Statler Hall
6:30 - 8:30 p.m.	Welcome Reception	5th Floor Tower

Wednesday, April 15, 2015

The Statler Ballroom

8:00 - 8:45 a.m.	Networking Breakfast	
8:45 - 9:00 a.m.	Introduction	
9:00 - 10:00 a.m.	The Cloud: Impact on the Industry Facilitator: Larry Hall, President & CEO, PAR Springer-Miller Systems, Inc. Student perspective: Jacob Miller '15	
10:00 - 11:00 a.m.	Venture Capital: Fueling the Travel Revolution Facilitator: John Balen, General Partner, Canaan Partners Student perspective: Guy Cook '15	
11:00 a.m. - 12:00 p.m.	Guest Service Technology Innovation Facilitators: Josh Weiss, Vice President of Brand and Guest Technology, Hilton Hotels and Resorts, and Rohit Verma, PhD, Professor, Cornell University, School of Hotel Administration Student perspective: Kelly McDarby '16	
12:00 - 1:30 p.m.	Lunch Taverna Banfi - Taylor A & B	
1:15 - 2:15 p.m.	Market Disruption: Innovative Technologies and Companies in the Hotel Industry Facilitators: Felix Laboy, Chief Executive Officer, WayBlazer, and Bill Carroll, PhD, Clinical Professor, Services Marketing, Cornell University Student perspective: Regine Desroches, MMH '15	
2:30 - 3:30 p.m.	Brand Activation Through Social & Mobile Apps and Development of a Socially Mobile Company Facilitators: Joe Tagliente, President, Lenrock Management Group, and Smoke Wallin, Chief Executive Officer, Sugar Skull Rum Student perspective: Parth Detroja Dyson '17	
3:30 - 3:45 p.m.	Closing Commentary Mona Anita K. Olsen, PhD, Assistant Academic Director of the Leland C. and Mary M. Pillsbury Institute for Hospitality Entrepreneurship, Visiting Assistant Professor of Management & Organizational Behavior, Cornell University	

Participants



Karim Aboulnaga '13

Chief Executive Officer
Practice Makes Perfect

Karim Abouelnaga is the founder and CEO of Practice Makes Perfect, a nonprofit organization conceived on the premise that all children, regardless of race or socioeconomic status, have equal ability to compete intellectually. Since Karim was raised in a low income neighborhood, attended a city public high school, and secured over \$300,000 in scholarships and aid for college, he understood life's difficulties firsthand and was motivated to create a program that addressed his concerns. Karim's program focuses on three critical areas of concern: lack of engagement in middle school; summer opportunities and high school graduation rates; and college readiness and matriculation into selective universities. Karim's work with Practice Makes Perfect, has been featured in the *New York Times*, and he has been awarded several distinctions, including the Echoing Green Fellowship, Robinson Appel Humanitarian Award, Newman Civic Fellowship, Pearson Prize National Fellowship, Cornell's Distinguished Leadership Award, and Cornell Class of 1964 John F. Kennedy Memorial Award. In addition, Karim was most recently named to Forbes 30 under 30 in education. He is a graduate of Cornell University's School of Hotel Administration, where he served as a student assistant to the dean, a Hunter Rawlings III Presidential Research Scholar, and a Presidential Fellow through the Center for the Study of Presidency & Congress.



**John Balen '82,
MBA '86**

General Partner
Canaan Partners

With more than 25 years in venture capital and technology, John Balen has facilitated investments in several successful startups. He serves on the boards of Blurb, Cardlytics, SilverRail Technologies, SOASTA, Stayful, Switchfly, and UrbanSitter. John's prior investments include Commerce One, which brought business-to-business e-commerce to the masses; Echopass, a leader in world-class contact center solutions (acquired by Genesys); eStamp, a pioneer in internet postage; Everdream, an innovator in on-demand desktop management services (acquired by Dell); ID Analytics, the nation's only real-time fraud prevention system for enterprises (acquired by LifeLock); Intraware, the leading provider of electronic license delivery & management; Istante, an early pioneer in real-time analytics & reporting (acquired by Oracle); and Rightpoint, real-time CRM analytics software (acquired by Epiphany). Prior to joining Canaan Partners, John was managing director at Horsley Bridge Partners, a multi-billion dollar private equity firm, where he was responsible for investing in venture capital partnerships and aspiring technology companies. He also worked as an engineer at two entrepreneurial companies, Digital Equipment Corp. and Codenoll Technology. John is a graduate of Cornell University, where he also earned an MBA.

Participants



Andrew Bate

Founder and Chief Executive Officer
SafelyStay

Andrew Bate is the founder and CEO of SafelyStay, the first dedicated clearinghouse for the peer-to-peer vacation rental industry. SafelyStay provides instant reservations for major online travel agencies and global distribution systems. The application won the *General Catalyst Innovation Award* and was runner-up for the *Best Startup Travel Innovation of the Year* at the 2013 PhoCusWright Conference. Andrew also founded HotelUpgrade to reward a hotel's most valuable guests, and is a senior researcher and member of the faculty at Emory University's Goizueta Business School, where he focuses on neuroscience and strategy. The *Bate Strategic Scale* is the first neurological measure of an executive's strategic ability. His team's work has been published in the *Harvard Business Review*, *Neuropsychologia*, *NeuroLeadership*, and the *Handbook of NeuroLeadership*. Andrew was previously a researcher at The Wharton School, and was an analyst in the McKinsey & Co. travel practice with a focus on revenue management and loyalty programs. He was a pricing and marketing analyst for Sentient Jet Membership, strategist for Razorfish, and founder of SwimAtlanta Masters Team. Andrew is a "Young Leader's Fellow" for the National Committee on United States – China Relations, was named one of PhoCusWright's "35 Young Travel Leaders" in 2012 and the *Atlanta Business Chronicle's* "Top 20 Technology Executives in Their 20s" in 2000. Andrew has an MBA from the London Business School and BBA from Emory University.



Marco Benvenuti
MMH '05

Chief Analytics & Product Officer and Co-founder
Duetto

Marco Benvenuti is chief analytics & product officer and co-founder of Duetto, where he directs product vision, direction, and implementation. Formerly executive director at Wynn and Encore, Marco founded and managed the Enterprise Strategy Group, in which he led revenue management, data analytics, direct marketing, and online channels. Prior to Wynn, Marco worked for Caesars Entertainment, Expedia, and Four Seasons. Marco has patented two novel inventions: the Pricing Engine for one-to-one dynamic pricing and the Enterprise Value Algorithm for calculating the value of every customer. He holds an MMH from Cornell University, where he currently serves on the advisory board of the Center for Hospitality Research, and a Bachelor of Science in Hotel Administration from UNLV. As an avid college basketball fan, Marco's favorite team is, of course, the UNLV Runnin' Rebels.

Participants



Bill Carroll

Clinical Professor of Marketing
Cornell University
School of Hotel Administration

Bill Carroll is a clinical professor of marketing at the Cornell University School of Hotel Administration. He teaches courses in economics, new media, pricing, and marketing distribution. He is also the CEO of Marketing Economics, a consulting firm specializing in travel industry pricing, distribution, yield management, and strategic planning. For over 25 years, Bill held a variety of senior positions in the travel industry. He was division vice president for global marketing planning at Hertz, where he was responsible for global pricing, yield management, marketing information systems, and counter sales. Bill later served as the global vice president for Reed Elsevier's travel group, overseeing *Travel Weekly*, the *Hotel and Travel Index*, the *Official Hotel Guide*, and the *Official Meetings and Facilities Guide*. Prior to his work in the travel industry, Bill was an assistant professor of economics at Drew University. In addition to his business and academic career, Bill is a retired U.S. Army Lieutenant Colonel. He holds a bachelor of arts degree in economics from Rutgers University, a master of science degree in labor studies from the University of Massachusetts, and a PhD in economics from Pennsylvania State University.

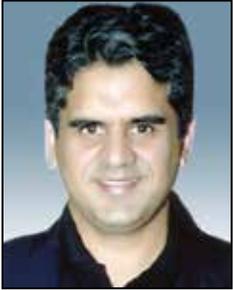


**Amitava (Chats)
Chatterjee, MMH '00**

Director, Digital, Travel
and Leisure
Deloitte Consulting LLP

Amitava "Chats" Chatterjee is the director of travel, hospitality, and leisure with Deloitte Digital. He operates at the intersection of business and technology and helps clients implement solutions to create transformative customer experiences and efficient employee interactions. He has over 20 years of experience from strategy to tactical engagement working with airlines, hotels, casinos, cruise lines, location-based entertainment companies, and technology vendors. He possesses a deep understanding of operations, issues, needs, and drivers for change. Chats holds a master of management in hospitality (MMH) degree from Cornell University's School of Hotel Administration.

Participants



Bhanu Chopra

Chief Executive Officer
RateGain IT Solutions Pvt Ltd.

An India-based entrepreneur, Bhanu Chopra is CEO of RateGain, an IT solutions company that he founded in 2004. Prior to setting up RateGain, Bhanu co-founded Riv Consulting. He started RateGain in response to the increasing popularity of online travel agencies (OTAs) in the west, when he identified the business need of these OTAs to compare rates across their competitors' websites. Bhanu began his career at Deloitte Consulting in Chicago, serving several Fortune 500 companies. He holds a master's degree in finance and computer science from Indiana University Bloomington. He has received several noteworthy acknowledgments: he was profiled on the Young Turks program of CNBC-TV18, and was featured again on CNBC in 2010 to talk about RateGain's expansion plans; he was a finalist for the "Red Herring 100 Asia" Awards in 2008; and he was again recognized for his active participation and involvement as a part of "iSpirit's" podcast series, where he shared his views on transforming India into a hub for new generation software products.



Sarah Kennedy Ellis

Vice President Global
Marketing
Sabre Hospitality Solutions

Sarah Kennedy Ellis is the vice president of marketing and strategic development for Sabre Hospitality Solutions. Sarah manages strategy and product marketing for Sabre's hospitality solutions portfolio, in addition to supporting Sabre's hospitality-related mergers and acquisitions activities. Since joining Sabre in 2007, she has held a variety of product marketing, strategy, and technology management roles including her most recent as head of Sabre Labs, the dedicated emerging technology incubator and trends research lab at the company's global headquarters. She is often invited to speak at industry events on the topics of innovation, emerging technology trends, and millennial retention, and her expertise has been featured most recently by CNN, MIT, and Tnooz, the travel industry's leading publication. Sarah holds a BBA in business management and journalism from Baylor University, and an MBA specializing in marketing and strategy from the University of Texas at Dallas.

Participants



Allison Fitzpatrick

Partner
Davis & Gilbert

Allison Fitzpatrick is a partner in the Advertising, Marketing & Promotions Practice Group of Davis & Gilbert. She represents advertisers, media companies, and agencies in connection with all aspects of advertising, marketing, sponsorships, and promotions. Ms. Fitzpatrick frequently counsels clients on new media issues, including with respect to social media, user-generated content, blogging, mobile marketing, and other emerging media. She develops clients' blogging and social media policies and procedures and reviews clients' social media campaigns to ensure compliance with the Federal Trade Commission's Endorsement Guides and .com Disclosure Guides. Ms. Fitzpatrick also speaks frequently about and advises clients on all aspects of children's advertising and privacy, including compliance with the Children's Advertising Review Unit's Self-Regulatory Guidelines and the Children's Online Privacy Protection Act (COPPA). She has represented clients in proceedings before the Children's Advertising Review Unit and the National Advertising Division and in state regulatory investigations, including comprehensive multi-state actions, most notably in connection with negative option marketing and free trial offers. In addition, Ms. Fitzpatrick has significant experience in the area of sweepstakes and promotions and regularly advises clients on games of chance, complex skill contests, reward programs, rebates, gift cards, and coupons, including on Facebook, Twitter, Pinterest, Instagram, and YouTube for agency clients, as well as directly for many well-known companies.



Ian Ford

Chief Executive Officer
UndercoverTourist.com

Ian Ford is the founder and CEO of Undercover Tourist, headquartered in Austin, Texas. He started Undercover Tourist in 2000 with the goal of making family vacations simpler and more affordable. Utilizing his travel and tour operator experience, Ian built the critical partner relationships, as well as the customer-first service mentality and technology backbone that has made Undercover Tourist the largest discount attraction ticket seller. With over 16 years in the travel industry, Ian is also a noted speaker and travel industry expert, providing support and guidance to leading media outlets. Ian is an active member of the Austin Chapter of Vistage (Peer Groups) and holds a B.S. from the Biotechnology South Bank University in London, England. In his free time, you can find him on the soccer fields or diving in the deep blue seas.

Participants



Michael Frenkel

President
MFC PR

The principal of MFC PR, Michael Frenkel has close to a quarter century of experience leading strategic communications, spreading the news, and connecting dots, for innovative and established brands in travel, real estate, finance, and the non-profit sector. Focused on travel and hospitality, Michael's firm MFC PR, which he founded in 2000, combines domain expertise and the public relations expertise to help start up and emerging companies achieve consistent visibility in the travel industry and to guide established brands in positioning themselves as leaders and innovators amidst the change. With offices in New York and London, MFC PR's clients include venture capital companies, disruptive enterprises and start-ups, and established brands looking to build business or penetrate new markets. A graduate of the University of Chicago (AB, AM) and Boston University School of Law (JD), Michael is active in numerous civic and charitable organizations, and lives in northern New Jersey with his wife and three children.



David Goldstone

Senior Vice President, Global
Strategic Relationships
SONIFI Solutions, Inc.

David Goldstone rejoined SONIFI in June 2014 as the SVP of global strategic relationships. He is responsible for building and maintaining SONIFI's relationships with customer executives and industry organizations across the world. As a previous member of the SONIFI team, David served as the VP of sales & hotel relations from 2007 to 2012, an experience that gave him an understanding of the importance of true partnership and guardianship to each and every relationship in order to provide comprehensive products, services and solutions. In the interim, David served as executive vice president of global sales for Quadriga, where his responsibilities included global sales, marketing, planning, and strategy, as well as partnership management with the company's major hotel partners worldwide. He also has held senior-level sales positions at On Command Corp. and Panasonic. David is a highly recognized contributor in the hospitality industry, where he has been honored with the AH&LA John Whitaker Award, as well as seats on several industry boards.

Participants



Larry Hall '81

President and Chief Executive Officer
PAR Springer-Miller Systems

Lawrence W. Hall is the president and chief executive officer (CEO) of PAR Springer-Miller Systems. Larry provides strategic and operational direction to PAR Springer-Miller, a provider of integrated, guest-centric hospitality solutions to hotels, resorts, and spas worldwide. Over 1,500 customers in 61 countries employ PAR Springer-Miller's innovative, guest-centric solutions. Prior to PAR Springer-Miller, Larry served as the president and CEO of HBSi, where he led the acquisition, repositioning, and funding of HBSi, which defined the discipline of demand management and established the company as an industry innovator. He also served as president and CEO of Prosero, a provider of supply chain outsourcing solutions including the procurement center of excellence, a highly praised and innovative model for outsourcing procurement at Fortune 500 companies. Larry was also president and CEO of hsupply, a venture-funded e-procurement marketplace, and president and chief operating officer of Talus, the global leader in revenue management systems for the travel and transportation industries. For twelve years, Larry held a number of senior positions with ITT Sheraton Corporation including director, hotel systems and telecommunications worldwide. Larry graduated from Cornell University. He is a member of the Cornell University Council and is also a board member for the Leland C. and Mary M. Pillsbury Institute for Hospitality Entrepreneurship at the School of Hotel Administration.



**Ashwin Kamlani
MMH '03**

Founder and Chief Executive Officer
Regatta Travel Solutions

Ashwin Kamlani is the founder of Regatta Travel Solutions and Minikast. In 2010, Mr. Kamlani founded Regatta Travel Solutions, an online reservation system for hotels and destination marketing organizations (DMO), which generated more than \$26 million in booked revenue in 2014. Regatta combines its booking engine technology with digital marketing tactics to drive more direct bookings for hotels and DMO websites. In 2015, Mr. Kamlani founded Minikast, a universal geo-fenced social engagement app for hospitality and entertainment venues. Minikast allows visitors to receive venue specific special offers and communications, locate their connections using GPS and iBeacon technology, and share social media content either to their network or to the entire venue. Minikast works with each venue to mine user data and monetize their audience. The Minikast app was launched in March 2015, and the company is presently working on implementation with a variety of venues, including cruise lines, resort chains, gaming companies, theme parks, and music festivals. Before Regatta and Minikast, Mr. Kamlani worked at Sol Meliá Hotels & Resorts, where he led the charge in the Americas to shift the distribution mix from tour operators and online travel agencies to direct website bookings. He worked on educating the hotels on the benefits of making the shift, brought in digital marketing talent to boost qualified website traffic, and streamlined the company's website strategy to focus on conversions. In 2007 he was promoted to lead the charge globally at the company's headquarters in Mallorca, Spain. Mr. Kamlani received his MMH degree at Cornell University in 2003.

Participants



Felix Laboy '86

Chief Executive Officer
WayBlazer

Felix Laboy is the chief executive officer (CEO) of WayBlazer, a travel search and insights company. Prior to his appointment at WayBlazer, from 2009 to 2013, Laboy served as president and general manager of Sabre Hospitality Solutions, a leading “software as a service” technology company created to provide the most comprehensive marketing, distribution, and operations tools for the hospitality industry worldwide. Prior to leading Sabre Hospitality Solutions, Laboy was CEO and co-founder of E-site Marketing, a hospitality Internet marketing service company. When E-site Marketing was founded in 1999, the company had no outside funding or investors; however, over 10 years, Laboy established strategic direction and oversaw the company’s performance, growth, and operations. E-site Marketing used leading technology to be disruptive to the existing Internet offerings in the hotel marketplace and was acquired by Sabre Holdings in 2007. In addition, Laboy has advised other travel technology start-ups and has recently served as executive-in-residence at the Cornell University School of Hotel Administration. He is considered a pioneer in the development and integration of many hospitality Internet marketing best practices and solutions that are today replicated and embraced industry-wide. Prior to E-site Marketing, Laboy held numerous executive positions at leading hotel companies including Ritz-Carlton Hotel Company, Westin Hotels and Resorts, ANA Hotels, and Four Seasons Hotels and Resorts. In addition, he served as executive vice president of the Puerto Rico Convention Bureau. Laboy is a 1986 graduate of the Cornell University School of Hotel Administration.



Ben Littauer '78

Angel Investor
Boston Harbor Angels

Ben Littauer is an angel investor with expertise in Internet and communications technologies, as well as healthcare IT. Currently, Ben is an active member of Boston Harbor Angels and Walnut Venture Associates with investments in a wide variety of start-ups. He is a mentor for Mass Challenge and Capital Network, an advisory board member at TCN, and a judge for Mass Challenge and MITX innovation awards. Ben was technology strategist for Beth Israel Deaconess Medical Center in Boston, where he defined the architecture for PatientSite, which allows patients to communicate securely with their healthcare team and view their own medical records. He was a consultant to the Massachusetts Health Data Consortium on healthcare data security projects and co-founder, president, and chief technology officer (CTO) of Baranof Software, the leading vendor of service-level management software for messaging and Internet applications. He has worked for Cisco Systems, Sun Microsystems, Symantec, Lotus, and BBN and was also an analyst with Ferris Research and Baroudi Bloor International.

Participants



Faith Marshall

Director of Business Development
Tata Consultancy Services (TCS)

Faith Marshall is the director of business development at Tata Consultancy Services (TCS). She joined the firm in 2014, bringing more than 20 years of experience managing strategic relationships and sales in the travel industry to the position. In this role, Faith is responsible for the acquisition of new business to TCS's travel, transportation, and hospitality unit. Before joining TCS, Faith spent 18 years with Pegasus Solutions, providing pure-play technology solutions to the world's largest hotel companies and travel providers. During her time at Pegasus, she held numerous leadership positions in business development, service delivery, sales operations, strategic account management, and customer support. Prior to her years at Pegasus, Faith spent the early part of her career with Hilton Hotels. Faith studied physical and social anthropology at the University of Memphis and holds several management and marketing certificates from the Cox School of Business at Southern Methodist University.



Stacey Nadolny '05

Partner
Director of Operations
HVS

Stacey Nadolny is senior vice president, partner, and director of operations for HVS Chicago. After years of repeated visits to hotel markets in and around Chicago and throughout Illinois, Indiana, Michigan, and Ohio—and forming relationships with local hotel owners, operators, and city officials—Stacey developed a comprehensive perspective on how these hotel markets grow and change. In 2012, Stacey hosted an HVS Hotel Valuation Summit and in 2014 hosted AccessHVS, a networking event for industry participants. Stacey earned her bachelor's degree from Cornell University's School of Hotel Administration and gained front-line hotel experience at Ithaca's Statler Hotel. She is an allied member of the Ohio Hotel & Lodging Association (OH&LA) and a member of the Commercial Real Estate Women (CREW) Columbus Chapter.

Participants



Josh Ogle '08

Founder and Chief Executive Officer
Fresh Spin Advertising

Josh Ogle is the founder and chief executive officer of Fresh Spin Advertising, a digital advertising firm with offices in New York, San Diego, and the Netherlands. After selling his marketing company, Josh launched Fresh Spin in 2011. Josh has had great success in ventures with little capital and has built three multi-million dollar companies with less than \$50,000 in funding (two with less than \$5,000). Working under such self-imposed operational constraints, Josh and his team found creative ways to be fiscally efficient. Josh's startups have a revenue-per-employee ratio that is four times more efficient than the next most efficient company on the Inc. 500 list. Josh graduated from the Cornell University School of Hotel Administration in 2008. His professional time is divided among his advertising firms, consulting, angel investing, and developing new ideas for start-ups.



Mona Anita K. Olsen '04

Visiting Assistant Professor,
Assistant Academic Director of
the Pillsbury Institute
Cornell University
School of Hotel Administration

Mona Anita K. Olsen is a visiting assistant professor at the Cornell University School of Hotel Administration (SHA) and the assistant academic director of the Leland C. and Mary M. Pillsbury Institute for Hospitality Entrepreneurship. Olsen is a qualitative researcher with a strong interest in arts-based self-study. Her other research interests include entrepreneurship, hospitality, and education. Prior to joining the SHA faculty, Olsen was a 2012–2013 U.S. Fulbright Grantee to Norway. She was awarded a Fulbright U.S. Student Program Scholarship in Education by the U.S. Department of State and the J. William Fulbright Foreign Scholarship Board. While in Norway, Olsen continued her work on "I Make A Difference, Do you?" (iMADdu), an educational nonprofit organization that empowers young entrepreneurs through apprenticeship and mentorship. Olsen was the assistant director of the Mason Small Business Development Center in the Mason Enterprise Center at the Office of Research and Economic Development at George Mason University. She also worked as a worldwide sales analyst for Four Seasons Hotels and Resorts, and launched a consulting business that focused on operational systems design and analysis for private clubs and small businesses working with the federal government. Olsen earned a PhD from the Graduate School of Education at George Mason University and a master in management of information technology degree from the University of Virginia's McIntire School of Commerce. Olsen graduated from the Cornell University School of Administration with a bachelor of science degree.

Participants



Sam Pollaro

Chief Executive Officer
Venga

Sam Pollaro is the chief executive officer of Venga, a Washington, D.C. based start-up that uses big data to help restaurants better understand and engage with their guests. Before co-founding Venga, Sam was the founder of Petals for the People, a business that revolutionized the sale and distribution of fresh cut flowers. Previously, Sam worked in private equity as a principal at Portfolio Logic Management and a senior analyst at Capital Guidance Corporation, and an analyst at the strategy consulting firm, Dean & Company. Sam holds a BS in mechanical engineering from Carnegie Mellon University.



Christopher Sanson
MMH '06

Co-founder
Handsome Code

Christopher Sanson is the co-founder and lead developer of Handsome Code, a software design and development company specializing in consumer facing websites and mobile apps. Christopher has led projects for Cisco, bitcoin.com, and numerous start-ups, restaurants, and other hospitality-related businesses. He was previously head of product at start-ups LocalResponse and Philo, and he was founder and CEO of the travel social network MarcoPolo. A self-taught programmer, Christopher holds degrees in art history from Princeton University and hospitality management from the Cornell School of Hotel Administration. An avid traveler, Christopher has backpacked through over 35 countries and currently resides in the West Village in New York, New York.

Participants



Michele Sarkisian

President
P3Advisors.biz

Michele Sarkisian is the president of P3Advisors.biz and an expert in growth strategy and execution, and in brand deployment. Building on her reputation among business leaders for delivering results, Michele decided to start her own business, P3Advisors.biz in 2013. She consults corporations and start-ups on go-to-market, growth and differentiation strategies, and tactics including accelerating high performance teams through aligning accountabilities and incentives. Results have included opening new, profitable channels of distribution for a marketing services client and successfully focusing a start-up on the most desirable targets for quick scale to improve valuation. Before starting her own business, Michele was as a senior executive with \$100 million profit and loss (P&L) responsibility at Maritz, a privately held sales and marketing services industry leader. Michele and her teams consulted over 80 Fortune 500 companies in the development and implementation of critical, measurable, and strategic initiatives. She worked with C-Suite leaders in diverse industries including hospitality, financial services, retail, consumer products, telecommunications, transportation, business services, and utilities. Her laser focus on growing and improving client business in profitable, measurable, and sustainable ways also achieved impressive margins for Maritz. Michele currently serves on a private company board, Brandmovers, as well as the advisory boards for the Cornell University School of Hotel Administration's Center for Hospitality Research, End Child Prostitution and Trafficking, and Cooleaf.



Zeev Sharon '04

Co-founder and Chief
Executive Officer
Hotelied

Zeev Sharon is the co-founder and CEO of Hotelied, a data-driven hotel booking site that matches individual travelers with personalized unpublished rates. Inspired by a passion for travel and hospitality, Zeev created Hotelied as a departure from the one-size-fits-all approach to online travel. Zeev began his career at Ernst & Young's real estate and hospitality advisory group. At Ernst & Young, Zeev worked on large-scale hotel developments, multi-billion dollar hotel mergers and acquisitions, and high-profile strategic advisory assignments. As a vice president at Tishman Hotel & Realty, Zeev was actively involved in every stage of the hotel lifecycle, from acquisitions and new developments to asset management, operations, and dispositions. Zeev is a graduate of the Cornell University School of Hotel Administration.

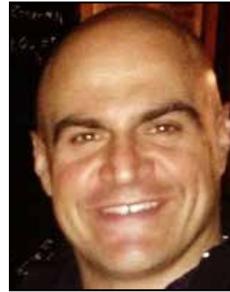
Participants



**Jules Sieburgh '72,
MBA '74**

Principal
Jules A. Sieburgh LLC

Jules Sieburgh is principal of Jules A. Sieburgh, a consulting firm specializing in information and telecommunication systems for the hospitality industry. Previously, Jules held senior technology positions at Sonesta Hotels & Resorts, InterContinental Hotels & Resorts, Host Marriott Corporation, and Kerzner International. Jules was responsible for providing technical consulting to help select and make best use of hospitality systems. Jules earned a BS degree from the Cornell University School of Hotel Administration and an MBA from the Samuel Curtis Johnson Graduate School of Management. He is a member of Hospitality Financial Technology Professionals (HFTP) and the Cornell Hotel Society.



Joe Tagliente '78

Managing Partner
Lenrock Management Group, LP

Joseph Tagliente is the chief operational officer for Gopinion, a Boston-based firm that developed a smartphone app used by consumers to give direct, private, and anonymous feedback to their favorite businesses in real-time. He is also a principal with The Lenrock Management Group, LP; a boutique real estate investment advisory firm, and the managing partner of Tage Associated Limited Partners; a private REIT. Previously, Tagliente was president and CEO of Tage Corporation, which was founded by his father, Joe Sr. Under his leadership, Tage grew from a small fast food restaurant operator into a multi-faceted corporation. In 1989, while a student at the Cornell University School of Hotel Management, Tagliente conceived, designed, and developed the first of his company's hotels; The Tage Inn in Milford, Massachusetts, co-founding this venture with Joe Sr. An immediate success, Tage grew to a portfolio of four New England properties with over 500 rooms. In 2000, he divested the Tage operating companies as means of improving capital gains and cash returns. He sold the Tage Burger King portfolio to Burger King Corporation, and the Tage hotel portfolio to La Quinta Hotel Corporation. A graduate of Cornell University, Tagliente holds an MBA from the Olin School of Business at Babson College. Joe sits on the Board of Advisors for Quaker Maid Meats, a food manufacturer, and has held seats on the board of directors of Kayem Foods, Inc. and The Italian Home for Children, a non-profit organization. He resides in Massachusetts with his wife, two children and their golden retriever.

Participants



Sachin Venugopal

Director
Travel, Transportation and
Hospitality
Tata Consultancy Service (TCS)

Sachin Venugopal is a director with Tata Consultancy Services (TCS) in the Travel, Transportation, and Hospitality Unit. He has over 20 years of experience in hotel operations and management, and hospitality technology. His work with global hospitality companies includes business and IT strategy initiatives in customer experience, reservations and inventory, digital enterprise, back-office, and large transformation engagements. Sachin developed the hospitality practice at TCS and is also a core member of the company's travel and hospitality innovation lab. Sachin graduated from the Institute of Hotel Management Ahmedabad, India.



Rohit Verma

Professor
Cornell University
School of Hotel Administration

Rohit Verma is a professor of service operations management at the Cornell University School of Hotel Administration. From 2009 to 2012, he served as the executive director of the Cornell Center for Hospitality Research, and presently, he is the director of the School of Hotel Administration's executive master program development project. Prior to joining the Cornell University faculty, he was the George Eccles Professor of Management, David Eccles School of Business at the University of Utah. Rohit has published over 50 articles in top-tier journals including *California Management Review*, *Cornell Hospitality Quarterly*, *Decision Sciences*, *Journal of Operations Management*, *Journal of Product Innovation Management*, *Journal of Service Research*, *MIT Sloan Management Review*, *Production and Operations Management*. In addition, Rohit is the co-author of the textbook, *Operations and Supply Chain Management for the 21st Century*, and the co-editor of *Cornell School of Hotel Administration on Hospitality: Cutting Edge Thinking and Practice*, a professional reference book. Currently, he is on the editorial review boards of *Production and Operations Management*, *Cornell Hospitality Quarterly*, and *Journal of Service Research*. His research and teaching awards include the Center for Hospitality Research's Industry Relevance Award and the School of Hotel Administration's Masters Core Class Teaching Award; the Skinner Award for Early Career Research Accomplishments from the Production and Operations Management Society; the Spirit of Inquiry Award, the highest honor for scholarly activities from DePaul University; the Teaching Innovation Award from DePaul University; and the Professional Service Award from the David Eccles School of Business, University of Utah.

Participants



J. Smoke Wallin '89

Chief Executive Officer and
Founder
Taliera

J. Smoke Wallin is the CEO of Taliera, and co-chairman and founder of Wine Industry Technology Symposium. Smoke's core advisory practice includes company and brand strategy; distribution strategy; and executive search and recruitment. Since 1988, Smoke has been advising, creating, incubating, introducing, distributing, and growing brands and companies. Smoke joined a \$150 million beverage distributor after graduating from Cornell University. As the chief architect of corporate strategy from 1993–2004, he grew the company to over \$1 billion in total beverage sales by aligning distributor and brand strategies, and by adopting best of class technology and business processes. From 1996 to 1994, Smoke led the wine and spirits industry in Washington D.C. as chairman, president, and director of the Wine & Spirits Wholesalers of America (WSWA). He served the Young Presidents Organization as chairman of the Global Beer Wine & Spirits Network from 2010 to 2013, and presently serves on the board for the Food & Beverage Network. Smoke has an MBA from Vanderbilt University and a BS from Cornell University.



Josh Weiss

Vice President, Guest Technology
Innovation
Hilton Worldwide

Josh Weiss is vice president–guest technology innovation for Hilton Worldwide, based at its world headquarters in McLean, Virginia. He is responsible for developing and executing guest-facing technology innovations for the company's 11 global brands. In his previous role of vice president, brand & guest technology, Josh led in-room entertainment, high-speed internet access, check-in and check-out solutions, and virtual concierge development for the company. Prior to joining Hilton Worldwide in November, 2009, Weiss was managing director, delta.com, self-service, & CRM for Delta Air Lines, where he was directly responsible for all of Delta's self-service strategy, including the carrier's online technology, as well as airport check-in kiosks, customer relationship management programs and direct marketing. Prior to assuming this position in April, 2006, Weiss was director—airport operations and strategy, and had responsibility for worldwide airport passenger service, operational, safety, and security support functions. A graduate of Georgetown University, Josh earned a BS degree in foreign service with a specialty in diplomacy and international security, and he holds an MBA from Georgia State University.

Participants



Ambassador Barry White

Formerly Chief Executive Officer
Foley Hoag LLP (retired)



Bernard Yu

Senior Vice President,
Marketing
ADARA, Inc.

Ambassador (retired) Barry B. White served as the U.S. ambassador to the Kingdom of Norway/chief of mission of the embassy in Oslo from 2009 to 2013. As the ambassador, he focused on strengthening the bilateral governmental relationship between Norway and the U.S. He placed emphasis on increasing bilateral relationships between Norwegian and U.S. businesses; commercial and educational leaders; and institutions with commercial, business, and educational interests in Norway and the Nordic region. In particular, he worked with the oil and gas, health care, environmental, shipping and fisheries industries, and higher education institutions in the U.S. and Norway. Prior to his service as ambassador, for 40 years he was with the law firm of Foley Hoag, where he served for over 13 years as the chairman and/or managing partner. He also served on the executive committee of both the Greater Boston Chamber of Commerce and the Initiative for a Competitive Inner City, and as a director of the Massachusetts Alliance for International Business and the Boston Municipal Research Bureau. He was on the board of Northeastern University School of Public Policy, Massachusetts Association for Mental Health, Boston University School of Dental Medicine, and Edgewater Technologies. Ambassador White served as the chair of the presidential election campaign for Senator Paul Tsongas and as chair/co-chair of the New England committees for Bill Clinton, John Kerry, and Barack Obama. He is a graduate of Harvard College and Harvard Law.

Bernard Yu, while at JPMorgan Chase (formerly Washington Mutual Card Services), was a senior vice president responsible for growing and managing the financial organization's co-brand/affinity credit card business. Prior to his position at JPMorgan, Bernie was senior vice president of marketing for MyPoints.com, where he led all marketing functions. He played a direct role in growing the company's customer base tenfold to more than 10 million customers. Bernie also helped lead the \$50 million initial public offering (IPO) for MyPoints.com and a \$210 million secondary offering. He earned an MBA from the Stern School of Business at New York University and a BS in electrical engineering from Columbia University.

Student Participants



Regine Desroches
MMH '15

Student Perspective
Cornell University
School of Hotel Administration

Prior to joining Cornell University's Master of Management in Hospitality program, Regine Desroches served as the director of catering for Aramark at Goldman Sachs, where she operated and oversaw a \$3 million catering department for three years. Prior to joining Goldman, she worked for three years as a conference dining and catering manager for Restaurants Associates at Time Inc., where she managed the planning and execution of over 1,000 corporate events for Fortune

500 companies. Regine's experience also includes working as a meeting and conference services manager for Hilton Hotels and Resorts, and an assistant controller for Aramark Sports and Entertainment at Shea Stadium, home of the New York Mets. Regine holds a Bachelor of Business Administration from Hofstra University, where she remained on the Dean's List for four consecutive years. Regine is fluent in Haitian Creole and is proficient in French. Regine is pursuing a self-directed path focusing on hospitality consulting and operations.



Parth Detroja '17

Student Perspective
Cornell University
School of Hotel Administration

Parth Detroja is a sophomore at the Cornell University Dyson School of Applied Economics and Management. As the lead undergraduate teaching assistant for AEM 3249, Entrepreneurial Marketing and Strategy, Parth has provided strategic insight to some of Cornell's most promising student start-ups. He has always been fascinated by marketing and branding and has been marketing professionally since the age of 15. His past clients range from start-ups to Amazon and DirecTV.



Guy Cook '15

Student Perspective
Cornell University
School of Hotel Administration

A senior at the School of Hotel Administration, Guy Cook will be graduating in May 2015 with a concentration in entrepreneurship. Guy has accepted a sales leadership and development training position at Lutron Electronics with the hopes of starting his own business and eventually pursuing investment opportunities through venture capital and angel investing. He is a member of Sigma Nu fraternity where he has held multiple positions and a former member of the varsity football

team. Most recently he served as a student ambassador of entrepreneurship at the Innovation Network.

Student Participants



Kelly McDarby '16

Student Perspective
Cornell University
School of Hotel Administration

Kelly McDarby is a junior at the Cornell University School of Hotel Administration, where she is working on her bachelor of science degree. Kelly is interested in pursuing a career path in either corporate strategy for a hotel company or entering the healthcare space, specifically the development and operations of senior living facilities. During summer 2014, Kelly was an intern at Marriott International in the global operations division, working in the Department of Communications

and Change Management and the Department of Program Evaluation. At Cornell University, Kelly holds several positions: head teaching assistant for the Conversations with Entrepreneurs course, event manager for the varsity track and field team, program coordinator for the Coleman Foundation Faculty Entrepreneurship Fellows Program, and president of Ellevate Cornell.



Jacob Miller '15

Student Perspective
Cornell University
School of Hotel Administration

A recent graduate of the Cornell University School of Hotel Administration, Jacob Miller minored in real estate as well as policy analysis and management. After his graduation in December, he now spends most of his time in New York City as the head of content for Flavour, a restaurant discovery application he helped start last summer. Jacob also graduated from The Culinary Institute of America in 2012 before continuing his undergraduate work at Cornell. In his home city

of Washington, D.C., Jacob helped launch ThinkFoodProducts, the product line of chef José Andrés. Additionally, he worked in several ThinkFoodGroup restaurants, including minibar and America Eats Tavern, as well as with TFG's research and development team. During his time at Cornell, Jacob acted as the Lead TA for both the Seminar in Quality Brewing and the Wine and Food Pairing classes. He served as president of the Farmers' Market at Cornell, as a collaborator for Cornell Dining, and as a member of the business fraternity Delta Sigma Pi.

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