

## Klaus Kohlmayr

As IDEaS Chief Evangelist, Klaus Kohlmayr challenges strategic processes, stimulates thought-provoking conversations and reinvigorates the future of revenue management and pricing within the hospitality and travel industries.

A natural contrarian, Klaus has challenged the status quo for over 20 years. He re-joined IDEaS from TSA, where he led the company's global commercial, operations and strategic partnership initiatives. During his previous stint with IDEaS, he started the company's global consulting division -- leading a team that partnered with top hotel companies. Together they pioneered the industry's first group price optimization and function space revenue management proof-of-concepts in a real-world environment.

Klaus developed his passion for the hotel industry at the Hotel Management and Catering School in Villach, Austria, where he received a Bachelor of Science in Hotel Management. An advocate of lifelong learning, he has since studied business at Henley Management College, real estate investment and asset management at Cornell University's School of Hotel Administration; and finance and strategy at the Singapore Management University.

Klaus has been an active participant in various advisory boards, including HSMAI in Asia Pacific and the Americas, and the Cornell-Nanyang Institute of Hospitality Management, Singapore. He not only loves to challenge the status quo, but wholly welcomes being challenged in new ways of thinking.

### Contact data

**Klaus Kohlmayr**  
Chief Evangelist  
IDEaS



### Event

[The Role Of Humans In The Future Of Revenue – A Story Of Magic, Intelligence And Dogs](#)

Wednesday, March 6, 2019, 10.30 - 11.00

Hall 6.1, eTravel Stage

[Best Cases & Panel "Revenue Management 2019"](#)

Thursday, March 7, 2019, 16.00 - 17.00

Hall 7.1b, eTravel Lab

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Kurzfristige Änderungen vorbehalten.