

# Revenue Masterclass: Meet Our 2025 Speakers

We are thrilled to present a lineup of distinguished experts for this year's Revenue Masterclass. Each speaker brings a unique perspective and a wealth of experience, ready to share actionable insights that will empower you to elevate your hotel's revenue strategy.

## **Speaker 1: Dr. Eleanor Vance**

### **Chief Hospitality Strategist, Horizon Hotel Group**

A professional avatar of Dr. Eleanor Vance, a confident and experienced hospitality strategist in her late 50s.

With over 25 years in the hospitality industry, Dr. Eleanor Vance is a leading voice in global hotel revenue strategy. Her career began at the front desk of a boutique hotel in Paris and has since seen her manage revenue for some of the world's most prestigious hotel portfolios. Eleanor holds a Ph.D. in Hospitality Management and is renowned for her ability to forecast market shifts and build resilient, long-term revenue frameworks. She is a firm believer in blending timeless service principles with cutting-edge strategic planning.

### **Presentation Topic: "Beyond the Bottom Line: Building a Sustainable Revenue Culture"**

Eleanor will explore how to move beyond short-term gains and embed a culture of revenue optimization across all hotel departments. She will share her proven framework for aligning teams, from housekeeping to marketing, towards a common goal of maximizing profitability and guest value.

## **Speaker 2: Kenji Tanaka**

### **Founder & CEO, DataYield AI**

A professional avatar of Kenji Tanaka, a friendly and innovative tech CEO of East Asian descent in his late 30s.

Kenji Tanaka is at the forefront of the technological revolution in hospitality. A data scientist turned entrepreneur, Kenji founded DataYield AI, a predictive analytics platform that helps hotels optimize pricing and forecasting with unparalleled accuracy. After seeing the power of data while working in finance, he turned his attention to the hotel sector, where he is passionate about

democratizing access to powerful AI-driven tools. He is a regular contributor to tech journals and a sought-after consultant for his innovative approach.

**Presentation Topic: "The Predictive Power of AI: Your New Competitive Edge"**

Join Kenji for a deep dive into the world of artificial intelligence and machine learning in revenue management. He will demystify complex concepts and demonstrate, through real-world case studies, how predictive analytics can uncover hidden revenue opportunities, perfect your pricing strategy, and give you a decisive advantage in a competitive market.

**Speaker 3: Sofia Rossi**

**Independent Hotelier & Consultant, The Rossi Collection**

A professional avatar of Sofia Rossi, an approachable and creative independent hotelier of Southern European descent in her early 40s.

Sofia Rossi is a champion for the independent hotelier. She successfully transformed her family's single, struggling guesthouse in Tuscany into "The Rossi Collection," a celebrated group of four unique, highly profitable boutique hotels. Sofia's expertise lies in creative, agile revenue strategies that allow smaller properties to outmaneuver larger competitors. She combines a deep understanding of brand storytelling with savvy digital marketing and distribution tactics to build a loyal customer base that bypasses OTAs.

**Presentation Topic: "The Independent Advantage: Driving Direct Bookings & Maximizing Profit"**

Sofia will share her playbook for thriving as an independent hotel. This session is packed with practical, cost-effective strategies for enhancing your brand's appeal, mastering the art of direct booking conversion, and using your unique story to build a powerful and profitable connection with guests.