

**Assoc. Prof .Dr. Detlev Remy,
SIT, Singapore Institute of Technology, Singapore**

Dr. Detlev Remy works as Associate Professor for the Singapore Institute of Technology, SIT, Singapore. He is teaching Revenue Management, Data Analytics and Digital Marketing whilst researching on Pricing and Revenue Management related topics.

Before that he was the Program Manager for the Bachelor of Business Administration program at Les Roches, Laureate Universities, teaching (and researching on) marketing-related subject areas and revenue management to Bachelor and MBA students.

Dr. Remy started his career in the hospitality & tourism industry in 1986, working in various positions up to general management position. These positions included inter alia managing director of the Kurhaus Baden-Baden with banqueting facilities up to 6.000 people and project manager of the consultancy group Dr. Kaub Group, Munich.

Additionally he has started his own consultancy business, “**Remy Consult**”, advising international beverage, tourism and hospitality businesses, and providing executive education to a variety of stakeholders.

From 2003 - 2007 he lectured at the Shannon College of Hotel Management, a recognized college of University of Galway, Ireland. He joined then Les Roches International School of Hotel Management, Switzerland, part of Laureate Universities, in July 2007.

Dr. Remy holds a Masters in Marketing from University College Cork, Ireland (2007), and a doctorate (DBA) from the University of Surrey, UK, (2014).

His research interests are revenue management, digital marketing, and data analytics. He has published inter alia in the International Journal of Leisure and Tourism marketing, and attend regularly academic conferences to present papers.

At the moment Dr. Remy is engaged in two major research projects with HSMIA on Revenue Management Metrics, and on research on Price Sensitivity with a European luxury hotel chain.

Dr. Remy is also regularly invited to attend major Revenue and Pricing conferences, giving speeches on revenue management related topics, additionally he is giving guest lectures in marketing and other subject areas to other educational organisations, for example to Latvian Universities and German hotel schools. Furthermore, he is involved as member of an expert panel for accreditation.

He holds membership of the ICHRIE, Irish Marketing Institute, the Chartered Institute of Marketing, UK, and HSMAI, acting as a Board member of HSMAI Revenue Management Advisory Board, APAC.

Within his capacity as professor for various universities as well as owner of his consultancy firm “**Remy Consult**”, Dr. Remy offers and conducts Executive Education training programs, especially in marketing-related areas, such as branding, pricing, revenue management, digital marketing and so on. Most recently he has delivered Executive Education training programs to a Cambodian hotel chain, Investors from Russia and Taiwanese hoteliers.