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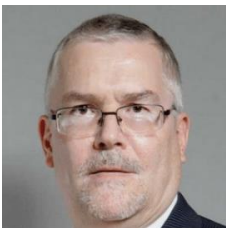
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THE-ICE 12th IPoE Forum 2018

World Café Session/ Panel 2: Technology enabled learning and MUSE

Dr Detlev Remy

Associate Professor, Singapore Institute of Technology



Dr Detlev Remy works as Associate Professor for the Singapore Institute of Technology, 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. 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.

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 and he has published inter alia in the International Journal of Leisure and Tourism marketing and regularly attends academic conferences to present papers.

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

He holds membership of the ICHRIE, Irish Marketing Institute, the Chartered Institute of Marketing, UK, and HSMIAI, acting as a Board member of HSMIAI 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.