



Announcement



THE-ICE BUSINESS ALLIANCE PARTNER RP TECHNOLOGY JOIN FORCES WITH RED GLOBAL!

THE-ICE Business Alliance Partner, RP Technology, owners of multiple simulation-based products including HOTS and REDGlobal (the US leading provider of human capital development through simulations) join forces under the name of RP Technology to create the global leader in hospitality-based simulations.

We are delighted to hear of these two powerhouse companies in TH&E Simulation Training come together and look forward to future developments that ensue!

RUSSELL PARTNERSHIP TECHNOLOGY OFFICIAL ANNOUNCEMENT

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Professor David Russell, Chairman of RP Technology said “staying close and listening to the views of our global customers is the foundation for this initiative. Seamless service quality, ongoing sector research and advanced technical capability will remain at the very heart of our ever evolving and innovative business.”

The combined business will operate in over 50 countries, delivering simulations in 10 languages to over 10,000 participants annually. The future combined product range will include popular simulations such as HOTELSIM, REVSIM, ASSETSIM, F&BSIM, RATESIM, HOTS and Simr, combined clients include over 250 global Business Schools, Universities and Colleges along with multiple Hotel Corporates and commercial businesses to include Marriott, Hilton, Wyndham and Expedia.



Peter Starks, CEO of REDGlobal said

“the combined strength in human and capital resources, geographical breadth and the combined 50 years of simulation creation, development and application will facilitate a true global service with ongoing product investment, innovation and customer service. We very much look forward to continuing to build our capability of working with our customers to build and develop human capital.”

Heidi Anaya will continue to support existing clients, Peter Russell will take responsibility for global business development and integration, Sergei Serdyuk will continue to lead the US systems development and Andy Heyes will continue to assist with Strategic Partnerships. For further information please contact david.russell@russellpartnership.com