

## JOINT MEDIA RELEASE

### SINGAPORE TOURISM BOARD ANNOUNCES ENDOWMENT OF DISTINGUISHED PROFESSORSHIP IN ASIAN HOSPITALITY

-Cornell University professor named as first chair

**Singapore, 21 November 2007** – Dr. Sheryl E. Kimes, professor of operations management at Cornell University, has been appointed as the first endowed Singapore Tourism Board (STB) chair for the Cornell-Nanyang Institute of Hospitality Management (CNI). As the holder of the distinguished professorship in Asian Hospitality, Dr. Kimes will be based at Cornell-Nanyang Institute's Singapore campus for three months each year for the next five years. Dr. Kimes will serve as a member of the Joint Academic Board and Research Council for the Cornell-Nanyang Institute.

Mr. Lim Neo Chian, Deputy Chairman and Chief Executive of the STB said, "We are pleased to have Dr. Sheryl Kimes appointed for this professorship. With her academic knowledge and practical and consultancy experience in hospitality management, we are confident that Dr. Kimes will contribute greatly to the quality of Cornell-Nanyang Institute's programmes and benefit the executives pursuing the CNI programmes. Dr. Kimes' research initiatives will also enhance CNI's capabilities in the area of Asian hospitality management. STB-endowed chairs like this one will ensure that the industry continues to build its competencies and knowledge base."

Apart from teaching courses for the master's program, Dr. Kimes will work closely with Asian hospitality professionals and will lead the 'Thought Leaders in Revenue Management Roundtable' at the Nanyang Technological University campus in May 2008. She is expected to research, write and publish cases, Cornell Hospitality Research reports, and academic journal articles that focus on critical areas of concern for the fast growing Asian Hospitality Industry.

Said Dr. Kimes, "I am thrilled about coming to Singapore. I travel here on a regular basis and the country has never failed to enthrall me. The mix of the vibrant economy, the great

food and the wonderful people is something that I'm really looking forward to. I'm excited about the opportunity to focus my research on Asian hospitality and to work with both industry professionals and CNI faculty.”

Dr. Kimes has served as interim dean of the Cornell Hotel School (2005-06) and was the school’s director of graduate studies from 2001 to 2005. Dr. Kimes’ research interests include revenue management and forecasting in the restaurant, hotel and golf industries; she has published over 50 articles in leading journals. She has conducted extensive research projects in Asia and is currently working on an article on how customers react to different seating policies in casual restaurants – ‘Comparison between Singaporean and American consumers.’ She has served as a consultant to many leading hospitality enterprises around the world, including Walt Disney World Resorts, Starwood Asia-Pacific and Troon Golf.

Dr. Judy Siguaw, Dean Cornell-Nanyang Institute said, “We are excited to have faculty of Sherri’s calibre on campus. She will teach two courses ‘Advanced Revenue Management’ and ‘Advanced Hospitality Operations Management’ for the Master of Management in Hospitality program. She will also lead the CNI Master Class which will be held at the Venetian Macao this year. Sherri is an excellent resource not only for MMH students but for the Asian hospitality industry as a whole.”

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**About the Singapore Tourism Board:**

The Singapore Tourism Board (STB) is an economic development agency for one of Singapore's key service sectors – tourism. The mission of the Board is to develop and champion tourism, so as to build the sector into a key driver of economic growth for Singapore. The STB aims to differentiate and market Singapore as a memorable destination through the proliferation of the destination brand *Uniquely Singapore*. For more information, please visit [www.stb.gov.sg](http://www.stb.gov.sg).

**About the Cornell-Nanyang Institute of Hospitality Management:**

The Cornell-Nanyang Institute of Hospitality Management (CNI) is jointly operated and governed by Cornell University's School of Hotel Administration and Nanyang Technological University's Business School. CNI is located in Singapore, strategically positioned to develop leaders, managers and entrepreneurs for the Asian hospitality and tourism industry. CNI offers three different programs: Master of Management in Hospitality (MMH), Professional Development Program (PDP) and General Managers Program (GMP). All three programs were designed to alleviate the severe shortage of qualified talent that is currently plaguing the hospitality industry in Asia and the Middle East.

Equivalent to an MBA, the one year Cornell MMH program prepares students to be theory-based, action-oriented leaders of executive management teams and entrepreneurial ventures in the hospitality and service industry. At CNI, students complete the MMH by spending six months at Cornell University in Ithaca, New York and six months at the Nanyang Technological University in Singapore, thus taking advantage of educational and networking opportunities in both Asia and North America in a single year. CNI graduates receive a joint degree from Cornell University and NTU.

The Professional Development Program comprises of intense three-day courses packed with learning through lectures, cases, and experiential exercises. PDP teaches cutting-edge management techniques and is presented by internationally recognized faculty members and industry leaders. Specialized certifications in real estate finance, human resources, marketing, strategy, human resources, and food & beverage can be earned after completing specified courses. In just two short years, CNI has hosted over 570 PDP participants from 28 countries.

The General Managers Program is for qualified general managers of full service hotels and their immediate successors. Participants in this 10-day program concentrate on strategic property-level issues, work collaboratively to expand the foundation of their knowledge, and produce new solutions to the challenges they face. This program is offered each summer in Singapore.

For the latest news from CNI, please visit our website [www.cni.ntu.edu.sg](http://www.cni.ntu.edu.sg)

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