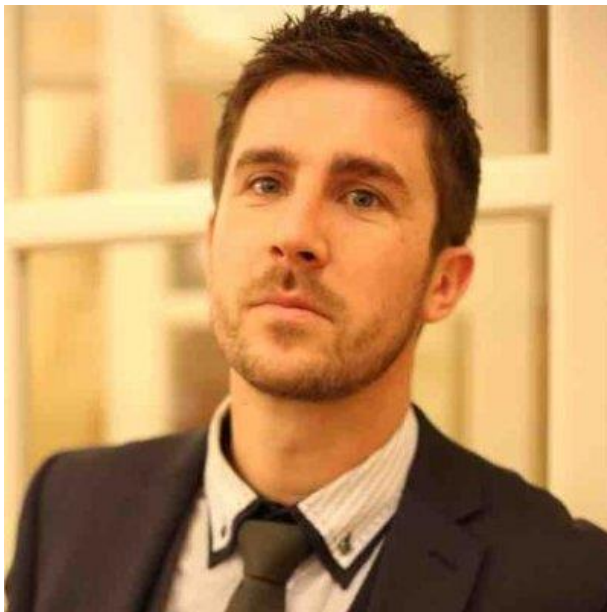


## Henry Rouse

### Commercial Manager, Hoseasons Ltd

#### Winner: Revenue Management Level 2, completed September 2017

After completing a BSc Management at the University of Worcester, Henry's career started in the leisure industry as a windsurfing instructor in the Mediterranean, working for Neilson Holidays.



Since then, his career has taken a slightly different tack. He continued to work for Neilson Holidays at their Head Office in Brighton as a Business Development Executive, before the opportunity arose to move to Japan to work as a Hotel General Manager for a small independent luxury Hotel Management business. A few years later he returned to the UK and joined the holiday park industry as a Revenue Manager in Devon overseeing the accommodation hire business across eight holidays parks.

Early in 2017, and a couple of months into his studies, Henry says an opportunity arose to join an exciting forward-thinking business and to expand his skill set and knowledge in the industry – and he joined Hoseasons Ltd.

As Commercial Manager, Henry's role is to oversee six Revenue Analysts tasked with manipulating prices of thousands of units on a dynamic pricing platform. The goal being to ensure that the accommodation hire trading (and primary revenue stream) responds according to the market, match forecasted pace, provide year on year growth to partners and that the business profits continue to grow.

Henry says that the course has enabled him to apply academic grounding, theory and background to concepts and issues that he comes across every day, as well as providing industry proven and researched ideas and business solutions. He has also encouraged two of his team members to undertake the Revenue Management programme, and he is acting as their in-house mentor.