

Robert Cole

Founder at RockCheetah LLC

Menomonee Falls, WI, US

Founder, RockCheetah

Biography

Robert Cole is Founder of RockCheetah, a hotel and destination marketing strategy and travel technology consulting practice specializing in aligning strategic marketing objectives, appropriate technologies and business processes to drive customer engagement, exemplary service delivery and return on investment. Robert's extensive travel and hospitality industry experience includes executive leadership positions and consulting engagements with major hotel companies, global distribution systems, online travel companies, meta-search travel sites, hotel representation groups, dynamic packaging technology developers, multi-brand tour operators and car rental organizations. His clients include global hotel corporations, primary tourism destinations, major online travel sites, travel industry technology vendors and financial services companies. Robert has served on the HEDNA board of directors, the Open Travel interoperability committee, the HITIS advisory committee, and as a partner representative for the Cornell Center for Hospitality Research. He currently serves on the University of Delaware Department of Hotel, Restaurant and Institutional Management Technology Advisory Committee. He has spoken at numerous travel conferences including The PhoCusWright Conference, PhoCusWright@ITB, The ITB Berlin Convention, The Open Travel Alliance Advisory Forum, Hospitality Financial and Technology Professionals HITEC, HFTP Annual Convention, The Hospitality Sales & Marketing Association International Online Marketing and Revenue Management Conference, HEDNA Annual Conference, The Society of Government Travel Professionals EdCon and the Wisconsin Lodging Association Annual Conference. He has also lectured at several universities including Cornell University, University of Houston, Queens University, and the University of Ottawa.

Availability

Keynote, Moderator, Panelist, Host/MC

Industry Expertise

Travel and Tourism, Hotels and Resorts, Hospitality

Areas of Expertise

Online Travel, Hotel Marketing, Travel Technology

Affiliations

HEDNA, HITIS, Open Travel Alliance, HSMAI, HFTP

Event Appearances

The Collision of SEO and Social, Who Draws the Creepy Line?
Association of Travel Marketing Executives (ATME) Annual Conference

Search, Social, Local and Mobile, How to Get Found
SkiTops University

Measuring and Monetizing Social Networking & Mobile Media
National Golf Course Owners Association (NGCOA) Annual Conference

Mobile Distribution ? No, It's Not Billboards and Neon Vacancy Signs
Hospitality Financial & Technology Professionals HITEC Conference

Education

Cornell University
BS Hotel Administration

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