**Timothy D. Webb PhD.**

Assistant Professor

Hospitality and Sport Business Management

Alfred Lerner College of Business and Economics

University of Delaware

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**Education**

**Virginia Polytechnic Institute and State University, Blacksburg, Virginia**  December, 2017

Doctor of Philosophy

Major: Hospitality and Tourism Management

**University of Connecticut, Storrs, Connecticut** December, 2012

Master of Science

Major: Actuarial Science

**State University of New York (SUNY) College at Buffalo, Buffalo, New York** May, 2011

Bachelor of Science

Major: Applied Mathematics

**Professional Level Examinations**

Successfully Passed Actuarial Exams

* Exam P/1: Probability Exam – Spring 2012
* Exam FM/2: Financial Mathematics Exam – Summer 2012
* Exam MLC/3: Modeling Life Contingencies Exam– Fall 2012

**Honors and Awards**

The Joint Educational Institute (JEI) Fellow, University of Delaware, 2022.

Journal of Hospitality and Tourism Research 2022 Highly Commended Paper Award, 2022

*Title: Resource Similarity, Market Commonality and Spatial Distribution of Hotel Competitive Sets*

The Alfred Lerner College of Business and Economics Outstanding Junior Faculty Award, 2022.

ICHRIE Conference Best Research Paper Award, 2019

*Title: Revenue management forecasting: The resilency of advanced booking methods given dynamic booking windows*

Virginia Tech VBHA Howard Feiertag Scholarship, Spring 2015

ICHRIE Johnson & Wales Hospitality and Tourism Case Study Competition, 2014

*Title: The Future of Limited Service Restaurants: Let the consumer decide*

**Academic Experience**

**Assistant Professor, University of Delaware,** Newark, Delaware

August 2018-Present

**Graduate Teaching/Research Assistant, Virginia Polytechnic Institute,** Blacksburg, Virginia

August 2013-May 2015

**Research**

1. **Webb, T.**, Cho, S. R., & Legg, M. (2022). Customer Lifetime Value: A Data Science Approach for Hospitality Applications. *International Journal of Gaming, Hospitality and Tourism*, *2*(1)*.*
2. **Webb, T.** (2022). Forecasting at capacity: the bias of unconstrained forecasts in model evaluation. *Journal of Revenue and Pricing Management*, 1-12*.*
3. **Webb, T.**, Ma, J., & Cheng, A. (2022). Variable Pricing in Restaurant Revenue Management: A Priority Mixed Bundle Strategy. *Cornell Hospitality Quarterly*.
4. **Webb, T.**, Beldona, S., Schwartz, Z. and Bianco, S., (2021). Growing the pie: an examination of coopetition benefits in the US lodging industry. *International Journal of Contemporary Hospitality Management*.
5. **Webb, T.**, Schwartz, Z., Xiang, Z., & Altin, M. Hotel Revenue Management Forecasting Accuracy:  The Hidden Impact of Booking Windows. *Journal of Hospitality and Tourism Insights*.
6. Legg, M., **Webb, T**., & Ampountolas, A. (2022). Marketing to the next generation of casino patrons. *Journal of Marketing Analytics*, *10*(1), 89-101*.*
7. Schwartz, Z., **Webb, T.**, & Ma, J. (2022). Hotel Analytics: The Case for Reverse Competitive Sets. *Cornell Hospitality Quarterly*, *63*(4), 559-571.
8. Ling, L., **Webb, T.**, & Schwartz, Z. (2021). Risk information and markdowns-induced incentives to participate in hotel room resale schemes. *Journal of Revenue and Pricing Management*, 1-13.
9. Ma, J., **Webb, T.**, & Schwartz, Z. (2021). A blended model of restaurant deliveries, dine-in demand and capacity constraints. *International Journal of Hospitality Management*.
10. DeSchriver, T. D., **Webb, T.**, Tainsky, S., & Simion, A. (2021). Sporting events and the derived demand for hotels: Evidence from Southeastern Conference football games. *Journal of Sport Management*, *1*(aop), 1-11.
11. **Webb, T.**, & Legg, M. (2021). The Emerging Need for Hospitality Students with Analytical Skills. *Journal of Hospitality & Tourism Research*, *45*(5), 892-894.
12. Schwartz, Z., & **Webb, T**. (2021). Resource Similarity, Market Commonality, and Spatial Distribution of Hotel Competitive Sets. *Journal of Hospitality & Tourism Research*, 1096348020988579.

1. **Webb, T.**, Schwartz, Z., Xiang, Z. and Singal, M., (2020). Revenue management forecasting: The resiliency of advanced booking methods given dynamic booking windows. *International Journal of Hospitality Management*, *89*, p.102590.
2. Schwartz, Z., **Webb, T.**, van der Rest, J. P. I., & Koupriouchina, L. (2021). Enhancing the accuracy of revenue management system forecasts: The impact of machine and human learning on the effectiveness of hotel occupancy forecast combinations across multiple forecasting horizons. *Tourism Economics*, *27*(2), 273-291.
3. **Webb, T.**, & Schwartz, Z. (2017). Revenue management analysis with competitive sets: vulnerability and a challenge to strategic co-opetition among hotels. *Tourism Economics*, *23*(6), 1206-1219.
4. **Webb, T.** (2016). From travel agents to OTAs: How the evolution of consumer booking behavior has affected revenue management. *Journal of Revenue and Pricing Management*, *15*(3-4), 276-282.
5. Schwartz, Z., Uysal, M., **Webb, T.**, & Altin, M. (2016). Hotel daily occupancy forecasting with competitive sets: a recursive algorithm. *International Journal of Contemporary Hospitality Management*, *28*(2), 267-285.

**Professional Publications**

**Webb, T**., Legg, M., & Mancini, M. Identifying When a Customer is Lost? (2021). *Boston Hospitality Review*

**Webb, T**. Traveler Booking Windows and Revenue Management Forecasting (2021). *Boston Hospitality Review*

Conference Presentations

Webb, T., Lee, M. (2022). Visualizing Hotel and Tourism Data with Tableau and Microsoft Power BI. *International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)*. 8/6/2022 Washington DC.

Liu, M., Beldona, S., & Webb,T. (2022). Sharing Economy or Conventional Hotels in the Consumer Decision - A Tradeoff Analysis. *27th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*.

Webb,T. (2021). Forecasting at Capacity: The Bias of Unconstrained Forecasts. *International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)*.

Webb, T., Schwartz, Z., Xiang, Z., & Altin, M. (2020). COVID-19, Booking Windows, and Hotel Revenue Management. *Revenue Management Educators (RevME)*. 12/9/2020, Columbia, SC

Ling, L., Schwartz, Z., & Webb, T. (2020). Deviant consumers: Could risk information mitigate markdowns-induced incentives to participate in hotel room resale schemes? *25th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*.

Webb, T., Ma, J., & Cheng, A. (2019). Restaurant Revenue Management: Variable Pricing with Prix Fixe Bundles. *3rd Revenue Management & Pricing in Services Conference (ReMAPS)*.

Webb, T., Schwartz, Z., Xiang, Z., & Singal, M. (2019). The Impact of Booking Window Shifts on Hotel Revenue Management Forecasting. *International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)*. New Orleans, Louisiana(Won Best Paper Award)

Beldona, S., Schwartz, Z., & Webb, T. (2019). The State of Cooptition in the US Lodging Industry. *Asia Pacific Council on Hotel, Restaurant and Institutional Education*.

Webb, T. (2018). Revenue Management Techniques in Restaurants. *Revenue Management Educators (RevME)*.

Webb, T. (2016). Revenue Management and Analytics at Delaware North. *Revenue Management Educators (RevME)*.

Webb, T. (2015). Teaching Expected Marginal Revenue. *Revenue Management Educators (RevME)*.

Schwartz, Z., Webb, T., J.i., R., & Larissa, K. (2015). The Effectiveness of Forecasting Combinations Over Time. *International Council on Hotel, Restaurant, and Institutional Education*.

Altin, M., Webb, T., & Schwartz, Z. (2015). Investigating Loan Application, Approval and Cost Determinants in Small Hospitality Firms. *Graduate Conference in Hospitality and Tourism*.

Webb, T., Altin, M., & Xiang, Z. (2015). A Proposed Model for Customer Lifetime Value in Hotel Segment. *Graduate Conference in Hospitality and Tourism*.

Schwartz, Z., & Webb, T. (2014). Revenue Management Performance Indices and Hotels’ Competitive Sets Inclusion and Exclusion Tactics. *International Council of Hospitality, Restaurant and Institutional Education*.

Matthew, K., Webb, T., & Kimberly, M.-S. (2014). The Future of Limited Service Restaurants: Let the Customer Decide. *International Council of Hospitality, Restaurant and Institutional Education*. (Won 3rd Place in Case Study Competition)

Invited Presentations

Webb, T. (2021). Research experience, examples and ideas for the future. *STR Revenue Management Research Roundtable.*

Webb, T., Ma, J., Cheng, A. (2021). Variable Pricing in Restaurant Revenue Management: A Priority Mixed Bundle Strategy. *Virginia Tech Hospitality and Tourism Management Graduate Seminar*.

Webb, T., Schwartz, Z., Zheng, X., & Singal, M. (2019). Revenue Management Forecasting: Neural Networks and Advanced Booking Resiliency given Dynamic Booking Windows. *Virginia Tech Hospitality and Tourism Management Graduate Seminar*.

Webb, T. (2019). Teaching Expected Marginal Revenue. *International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) - RM SIG*.

Presentations

Webb, T., Lee, M. & Schwartz, Z. (2021). Revenue Management Forecasting with Booking Curves: A Data Science Perspective. *Fall 2021 Lerner Emerging Scholars Lecture Series*. November 5, 2021 Newark, DE.

Webb. T. (2021). Forecasting at Capacity: The Bias of Unconstrained Forecasts. *Hospitality Business Management Research Seminar*. Newark, DE.

Schwartz, Z., Webb, T., van der Rest, J.-P., & Koupriouchina, L. (2019). The impact of machine and human learning on the effectiveness of hotel occupancy forecast combinations across multiple forecasting horizons. *Fall 2019 Lerner Faculty Teaching & Research Showcase*.

Webb, T., Cho, S. R., & Legg, M. (2018). Customer Lifetime Value: Theory Re-examination and Applied Model. *Hospitality Business Management Research Seminar*. Newark, DE.

**Service**

ICHRIE

 Chair Revenue Management Special Interest Group (SIG) 8/1/2021-Present

University Committee’s

UD Data Science Institute Training Working Group, (Spring 2021 – Present)

UD Data Science Symposium Planning Committee, (Spring 2019 - Fall 2019)

Department Committees

HSBM Curriculum Committee, (Fall 2019 – Present)

HSBM Graduate Committee, (Fall 2018 - Present)

Hospitality Business Management Human Resources and Strategy Search Committee, (Fall 2021)

Ad-Hoc Committees

Hospitality Sport & Business Management TT Faculty Search Committee, (Fall 2021)

Hospitality Business Management Chef Instructor Committee Chair, (Spring 2021)

Sport Management Faculty Search Committee, (Fall 2018 – Winter 2018)

Affiliations

 University of Delaware- Data Science Institute (DSI) (2018-Present)

**Professional Experience**

**Data Scientist, Delaware North,** Buffalo, New York

February 2018 – August 2018

Worked on the corporate analytics team to develop models to improve the efficiencies of the business. Projects included hourly forecasts for restaurant operations to be utilized in a custom derived integer program for labor optimization. Developed dynamic forecasts for the Parks division to predict the number of rooms sold for each day to improve revenue management pricing decisions. Also, developed concessions forecasts for MLB stadium operations and attendance. Introduced the company’s first variable pricing plan for stadium concessions.

**Lead Business Intelligence Analyst, Delaware North,** Buffalo, New York

May 2015-January 2018

 Played an instrumental role in the development of Delaware North’s corporate analytics team. Conducted revenue driving analytics projects across all areas of the company including Sportservice, Parks and Resorts, Gaming and Entertainment, as well as the Patina Restaurant Group. Specific projects include constructing predictive models to better allocate marketing dollars, developed performance indicators to identify stadium concession recommendations, introduced a constrained capacity pricing model for the Rockefeller Center Ice Rink and improving revenue management tools within the company, among others.

**Academic Partner, IDeaS Revenue Solutions,** Minneapolis, Minnesota

June 2014-August 2014

 Worked remotely and on site with the knowledge management team to develop an academic curriculum for the IDeaS Pricing System Software. The project goals identified key learning outcomes for students with regards to revenue management knowledge and software capabilities. Lesson plans and question sets were designed to be utilized in the classroom to reinforce student’s revenue management skills as well as software knowledge for practical application.

**Actuary, The Hartford Financial Services Group,** Hartford, Connecticut

January 2013-August 2013

 Conducted actuarial ratemaking techniques to adjust commercial auto insurance rates on a statewide basis. Ran computer simulations to obtain impacts of proposed changes in all areas of coverage. Worked in a corporate environment, with teams to discuss and achieve the best solutions for rate changes.

**Curry’s Restaurant,** Buffalo, New York

July 2005 – August 2011

Obtained exceptional customer service skills and proper restaurant etiquette. Responsibilities included, greeting and seating customers, serving and making mixed drinks, recording and stocking inventory, cash controls, serving food, closing the restaurant. Duties also included managing the restaurant in absence of the owner. Opening and closing of the restaurant. Hiring and training service and food production staff. Improve guest relations and maintain sanitation standards. Worked at all levels of this casual restaurant during my six years of experience.