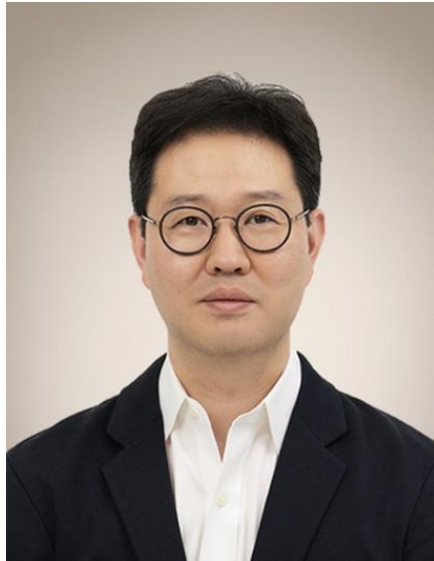


CHRIE FutureFund™ Introduces Sung Won Lee



My commitment to hospitality traces back to my high school years. What started as a fascination with the idea of welcoming and serving others grew into a career that has taken me through more than two decades of experience, as a student, a hotelier, and now as a faculty member. Each stage added a new layer to my understanding of the industry, but one theme stayed constant: hospitality is about more than managing operations. It is about creating value, adapting to challenges, and leaving a lasting impact.

For many years, I dedicated myself to hotel revenue generation and maximization, developing a deep expertise in how pricing strategies shape hotel performance. Those experiences were rewarding, but they also led me to an important realization: my influence could extend beyond optimizing hotel revenue performance. I saw an opportunity to make a broader contribution by educating and mentoring the next generation of hospitality and tourism leaders, equipping them with the skills to thrive in an industry defined by constant change.

That realization brought me back to school as a doctoral student at The Pennsylvania State University. During my PhD, I concentrated on pricing from both managerial and consumer perspectives, examining how changes in pricing influence competitive behavior and guest decision-making. My dissertation, *Unpacking Hotel Barometric Price Leadership: Insights into Hotel-Level Attributes*, builds on this line of inquiry. It considers pricing shifts not simply as numerical adjustments, but as indicators of private market information that shape competitive dynamics, particularly in markets where competitor-based pricing is the dominant practice.

As I transition into my faculty career, I carry forward the same passion that began in high school. My research seeks to advance knowledge of pricing strategies and market behavior, while my teaching is guided by the goal of preparing students to lead with both analytical rigor and practical insight. In many ways, this path has come full circle: the dream that began in a classroom years ago has brought me back to the classroom, this time to inspire others.