

Lance W. Irick

Concord, California · 412.735.1849 · irick.lance@gmail.com · linkedin.com/in/lanceirick

lanceirick.com three working pricing models I built: commitment discounting, price elasticity, and channel contribution

SUMMARY

Pricing and revenue strategy leader with eight years pricing perishable inventory across hotel and short-term rental portfolios, including a \$50.9M portfolio and a global short-term rental product line. Builds the models behind the decisions: price elasticity, channel-level contribution margin, dynamic and promotional pricing, discount governance, and forecasting infrastructure. Deploys enterprise AI into live analyst workflows and holds a seat on the AHLA HTNG AI Distribution Task Force. Now moving deliberately from portfolio distribution leadership into product pricing and monetization, trading title scope for problem quality.

EXPERIENCE

Corporate Director of Distribution

April 2025 – Present

Sage Hospitality Group · Remote, CA

- Manage a four-person corporate revenue analyst team. Introduced enterprise AI into recurring reporting and analysis workflows, cutting manual production time and redirecting analyst capacity toward larger portfolio modeling work.
- Own the commercial budget and forecasting toolset: an integrated forecast and import tool with automated validation plus the supporting SOP used by property revenue leaders. Iterative releases have removed significant time from each budget cycle, with full process ownership in 2027.
- Directed the portfolio-wide rollout of Lighthouse Business Intelligence across 65+ properties, enabling brand-agnostic performance analysis and compressing day-by-day market data delivery from a 30-day lag to same-day. Appointed to Lighthouse's Customer Advisory Board.
- Lead channel strategy and channel-level contribution economics across 65+ hotels, owning mix, acquisition cost, and vendor partnerships across direct, OTA, wholesale, and GDS routes to market. Onboarded Hotel Trader as a distribution-aggregator proof of concept, generating \$323K in incremental wholesale revenue.
- Leading development of the company's first chain-level CRS configuration standards and SOP library, defining rate plan architecture and build guardrails across the Independent Collection and driving cross-functional review to adoption.
- Structure and negotiate enterprise commercial agreements across the technology and distribution stack: an Expedia renegotiation projected at \$460K in 2026 savings on a 20% decline in use of previously mandatory programs, a 2027 Amadeus MSA counterproposal that corrected the vendor's prorated baseline for approximately \$26K annual and \$78K three-year savings, and a Duetto renewal at \$6K annual savings.
- Built a portfolio-wide virtual card recovery program across Expedia, Booking.com, and Agoda with formal accounting controls, recovering approximately \$611K in outstanding receivables.
- Represent Sage on the AHLA HTNG AI Distribution Task Force, evaluating AI-enabled distribution solutions and tracking how AI is reshaping demand discovery and channel economics.

Pricing Strategy Manager

May 2024 – April 2025

Sonder USA Inc · Remote, FL

- Owned global pricing and promotional strategy for a short-term rental product line, working alongside the Vice President and Regional Managers of Revenue Management.
- Drove an average 54% YoY increase in one-night-stay revenue across the global portfolio, totaling \$7.99M in 2024, through targeted pricing and promotional intervention informed by SQL, Tableau, and Google Sheets analysis.
- Rebuilt the 2025 budgeting model with an industry-level macro growth model, a documented override methodology, and granular date- and channel-level forecasts, improving forecast accuracy.
- Led process redesign, training, and change management ahead of system integrations with Marriott International.

Senior Revenue Manager

August 2023 – May 2024

Sonder USA Inc · Remote, FL

- Set pricing for approximately 1,540 short-term rental units across 21 buildings, contributing \$50.9M in revenue at 19.1% YoY growth.
- Onboarded and trained new team members, supporting their transition into new markets.

Revenue Manager

December 2021 – August 2023

Sonder USA Inc · Remote, FL

- Set pricing for approximately 1,000 short-term rental units across 23 buildings, producing \$47.8M in revenue at 99.7% YoY growth.
- Implemented a novel discounting algorithm across all markets, increasing pricing efficiency organization-wide.
- Onboarded 271 units across six buildings, coordinating stakeholders to launch deadlines.

Earlier: Corporate Revenue Analyst, then Corporate Revenue Manager, Playa Hotels & Resorts (19 all-inclusive resorts, Mexico, Jamaica, Dominican Republic); Area Revenue Analyst, Kimpton Hotels, Miami; Guest Services Manager, Front Office, Kimpton Hotel Monaco Philadelphia. 2017 to 2021.

SKILLS

Pricing & Revenue Methods: Price elasticity modeling, dynamic and yield pricing, channel-level contribution margin, discount governance and commercial guardrails, rate architecture, fencing, and rate plan packaging, forward commitments and allotments, promotional mechanics, forecast accuracy, willingness-to-pay analysis, scenario and sensitivity modeling

Analytics & Technical: SQL, Snowflake, Tableau Desktop/Online, Python (data validation and workflow automation), Advanced Microsoft Excel, Google Sheets

AI in Practice: Anthropic Claude, OpenAI ChatGPT, and Google Gemini in daily professional use; enterprise AI deployed into a live four-person analyst reporting workflow; AHLA HTNG AI Distribution Task Force

Commercial & Deal: Enterprise MSA negotiation and deal structuring, contract economics, RFP design, partner and vendor management, executive business case development, organizational design, team leadership and mentoring

Revenue & Distribution Systems: Duetto, IdeaS G3, Sonder RMP, Marriott OneYield, Hilton GRO, Hyatt Prio, IHG Concerto, SynXis CRS (Aven), iHotelier, CoStar STR benchmarking, Demand360/Agency360, Lighthouse BI, Revinate CRM

Platforms & Workflow: Opera Cloud, MICROS Opera, HotelKey, StayNTouch, Mews, Actabl ProfitSword SHARP, Asana, Box, Microsoft Office, Google Workspace

EDUCATION

B.S. in Hospitality Management

May 2016

The Pennsylvania State University, University Park, PA