

## About

Stowe Shoemaker is the dean of the William F. Harrah College of Hospitality at UNLV. Prior to being named dean, Shoemaker served as a Lincy Professor at UNLV and the Donald Hubbs Distinguished Professor at the Conrad N. Hilton College of Hotel Administration at the University of Houston. For many years, he was a member of the executive education faculty at the Cornell University School of Hotel Administration, and for a time he maintained an appointment in the Division of Diagnostic Imagery at MD Anderson Cancer Center in Houston.

Throughout his career, Shoemaker has helped game developers test market new casino games (both slot machines and table games), developed programs to measure customer satisfaction for casino and hotel firms, and modeled the success and failure of marketing promotions. He has taught marketing as well as the mathematics of casino games. He is currently helping write the strategic plan to bring health care tourism to Southern Nevada.

Shoemaker has an extensive background in strategic pricing, revenue management, and customer loyalty programs and has conducted research in these areas as well as in the hospitality in healthcare field.

His studies have appeared in the *Journal of Pricing and Revenue Management* and *Cornell Hotel and Restaurant Administrative Quarterly* as well as several other academic journals and publications. Shoemaker has authored textbooks on hospitality marketing, published by Prentice Hall.