



Certified Revenue Management Executive Certification Application

About the Certified Revenue Management Executive (CRME)

The CRME is a prestigious certification in revenue management from the Hospitality Sales and Marketing Association International (HSMAI). Individuals working in revenue management in the hospitality industry, if they meet the minimum qualifications, can take an exam to confirm their knowledge, experience, and capabilities in the field.

The study guide for the exam, which is included in the examination fee, is *Evolving Dynamics: From Revenue Management to Revenue Strategy*, published by the HSMAI in 2019, developed under the leadership of HSMAI’s Revenue Management Advisory Board.

Benefits of a CRME Designation

The CRME designation is recognition that you are:

- A professional in the field of revenue management and clearly conversant with its intricacies and importance.
- Competent to develop an infrastructure to support revenue management within the framework of an organization.
- Able to maximize revenue opportunities and optimize profits by managing revenue.
- Capable of making informed decisions to accept or reject pieces of business to meet overall organizational goals.
- Proficient at the art and science of revenue management.

How to Become a CRME

The CRME certification program is a two-part process in which you must complete the CRME application to demonstrate your eligibility (minimum points: 50), and then pass an online exam covering the functions performed in revenue management.

CRME applications may be sent to HSMAI University any time throughout the year. Once approved, you may take the online exam at a time of your choosing, as long as it is within twelve (12) months of having your application approved.

CRME Fees

Fees must be paid by credit card, international bank transfer, or check made payable to HSMAI. All fees are subject to change at any time. Fees are also non-refundable and non-transferable.

| <i>Fees Related to the CRME Program</i> | <i>Fee in USD HSMAI Members</i> | <i>Fee in USD Non-Members</i> |
|---|-------------------------------------|-----------------------------------|
| CRME Application & Exam Fee | \$450* | \$625* |
| Re-examination Fee | \$45 | \$45 |
| CRME Recertification Fee | \$150 | \$200 |
| | | |

***Until 10/31/2020, 20% discount: Members \$360; Nonmembers \$500**

Applying for the CRME Designation

Eligibility is determined by four main areas on the application. To qualify, you must have a minimum of 50 points.

Once your application is approved, you will be eligible to take the online exam.

Taking the CRME Examination:

The examination component of the certification consists of an online written examination of fifty (50) questions. You will have sixty (60) minutes to complete the exam. All questions are based on the study guide, *The Evolving Dynamics of Revenue Management: A Comprehensive Revenue Optimization Road Map for Hotel Owners, Operators and Practitioners*.

Maintaining the CRME Designation – Recertification

CRMEs are required to renew their certification every three years.

To be recertified, CRMEs must earn a minimum amount of points on the recertification application – there is no exam required. All points claimed must have been earned within the past three years, since the date of initial CRME certification or last renewal. Therefore it is important that you keep track of all your activities each year even after receiving the CRME.

Certifications expire on December 31, three years from the year a person originally certified (e.g., if you certified in 2008, regardless of which month of the year, your certification is due for renewal by December 31, 2011).

Annual recertification notices are sent as a courtesy in the first quarter of the year in which the individual is due for renewal and additional reminders are sent throughout the year. With that notice, CRMEs receive information regarding the recertification process and instructions to access the recertification application form and guidelines.

The completed application and recertification fee is due October 15. A late fee will be applied to applications received between October 16 and December 31. It is the CRME's responsibility to make a note of their recertification date, which is provided on the CRME certificate mailed after successful completion of the examination. Adhering to all deadlines is the responsibility of the CRME.

| <i>Fees Related to CRME Recertification</i> | <i>Fee in USD HSMIAI Members</i> | <i>Fee in USD Non-Members</i> |
|--|---|--|
| CRME Recertification Fee – by October 15 | \$150 | \$200 |
| Late Recertification Fee – after October 15 and before December 31 | \$200 | \$250 |
| Lapse Year Recertification – by December 31 of the year following recertification year | \$300 | \$350 |



Certified Revenue Management Executive Certification Application

I: Applicant Information

In the space below, please provide your primary contact information. HSMAI will use the information provided to contact you regarding your application status and all future communications.

| | |
|--|------------|
| Date of Application: | |
| Full Name: | |
| Job Title: | |
| Employer: | |
| Mailing Address: | |
| City, State/Province | |
| Zip/Postal Code | |
| Country | |
| Phone: | () |
| Fax: | () |
| Email: | |
| HSMAI Chapter Name: <i>If Applicable</i> | |

II: Professional Experience – Minimum 2 Points/Maximum 10 Points

Candidates must have attained a minimum of one (1) year of verifiable experience in a dedicated revenue management position. Revenue-related experience may include holding positions such as, but not limited to, revenue manager, director of revenue management, director of revenue optimization, director of pricing and revenue, or director of sales or general manager responsible for revenue management functions.

Please include here a link to your bio in LinkedIn or submit a resume with your application: _____

- First 1 year of experience – 2 points
- Each additional year of experience – 1 point

| Job Title | Employer | Dates of Experience | Points |
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| | | | Total Experience Points |

III: On-the-Job Responsibilities for the Last Three (3) Calendar Years – Minimum 3 Points/Maximum 25 Points

Candidates must have some on-the-job responsibilities in revenue management in the last three (3) calendar years.

- Responsible for annual total revenues under \$10m – 3 points
- Responsible for annual total revenues between \$10m - \$25m – 6 points
- Responsible for annual total revenues between \$25m - \$40m – 9 points
- Responsible for annual total revenues over \$40m – 12 points
- Responsible for property size under 250 rooms – 3 points
- Responsible for property size between 250 - 500 rooms – 6 points
- Responsible for property size between 501 - 1000 rooms – 9 points
- Responsible for property size over 1000 rooms – 12 points
- Responsible for 2 - 4 properties – 6 points
- Responsible for 5 - 9 properties – 9 points
- Responsible for 10 or more properties – 12 points
- Responsible for multiple revenue streams (e.g., F&B, golf, gaming, ski, etc.) – 10 points
- Responsible for 1-3 revenue managers/analysts – 6 points
- Responsible for 4 or more revenue managers/analysts – 9 points

| Responsibility | Dates of Responsibility | Points |
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| Total Responsibilities Points | | |

IV: Industry Support Activities – No Minimum/Maximum 10 Points

Candidates must have contributed in some way to the industry.

A. Membership in an Industry Organization

- Member of HSMAI – 2 points per year
- Member of another hospitality industry association – 1 point per year

| Association Name | Dates of Membership | Points |
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| Total Membership Points | | |

B. Leadership in an Industry Organization

- Member of HSMAI Executive Committee or Board at the Regional or Global level – 10 points
- President of an HSMAI professional chapter – 10 points
- Other officer or director of an HSMAI chapter – 5 points per year served
- HSMAI chapter committee member – 2 points per year served
- HSMAI Revenue Management Advisory Board member – 5 points per year served
- President of a chartered HSMAI collegiate chapter – 5 points
- Officer or committee chair of another hospitality industry association – 1 point per year

| Association Name | Your Role | Dates of Service | Points |
|---|-----------|------------------|--------|
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| Total Association Service Points | | | |

C. Authoring Published Articles

- Authoring a published article on revenue management – 1 point per article

| Article Title | Publication | Date of Publication | Points |
|--------------------------------|-------------|---------------------|--------|
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| Total Publishing Points | | | |

D. Speaking at Industry Programs/Meetings

- Speaking at industry programs and meetings – 1 point per presentation

| Presentation Title | Program/Meeting Name | Date of Program/Meeting | Points |
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| Total Publishing Points | | | |

V: Education – Minimum 20 Points/No Maximum

A. Higher Education Coursework

- Post-graduate Hospitality or Business Administration degree (e.g., MA, MBA, MS, PhD) from an accredited institution or university – 30 points
- Post-graduate degree, other than Hospitality or Business Administration, from an accredited institution or university – 20 points

- Bachelor’s degree in Hospitality Administration from an accredited institution or university – 40 points
- Bachelor’s degree, other than in Hospitality Administration, from an accredited institution or university – 30 points
- Associate’s degree in Hospitality Administration from an accredited institution or university – 20 points
- Associate’s degree, other than in Hospitality Administration, from an accredited institution or university – 10 points
- College-level professional development revenue management course from an accredited institution or university – 1 point per completed course

| Degree or Course Name | Institution | Dates of Study | Points |
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| Total Higher Education Points | | | |

B. Non-Academic Coursework

- Attendance at the annual HSMIA Revenue Optimization Conference (ROC) – 8 points per conference
- Attendance at an HSMIA chapter revenue management or general education program – 1 point per 60 minute session
- Attendance at an HSMIA University webinar (live or archived) – 1 point per 60 minute session
- Brand-sponsored revenue management training – 8 points per each one-day session
- Completion of a revenue management seminar/workshop – 3 points per each ½ day session

| Course Name | Presented By (Organization Name) | Date(s) | Points |
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| Total Non-Academic Coursework Points | | | |

VI: Additional Certification – No Minimum / No Maximum

You may claim 5 points per certification that you hold in certain other related disciplines within the hospitality industry including the Certified Meeting Profession (CMP), Certified Hotel Administrator (CHA), and Certified Hospitality Marketing Executive (CHME).

| Certification | Date Awarded | Points |
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| Total Certification Points | | |

VII: Point Totals

Enter your point totals from each section above.

| Section | Total Section Points |
|--|-----------------------------|
| Professional Experience | |
| On-the-Job Responsibilities | |
| Membership in an Industry Organization | |
| Leadership in an Industry Organization | |
| Authoring Published Articles | |
| Speaking at Industry Programs/Meetings | |
| Higher Education Coursework | |
| Non-Academic Coursework | |
| Certification | |
| Total Cumulative Points | |

VIII: Submission Fee

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| Please charge the following amount: | \$ |
| Card Type: | <input type="checkbox"/> American Express <input type="checkbox"/> Master Card <input type="checkbox"/> Visa |
| Card #: | |
| Exp Date: | |
| Signature: | |

Pay by Check

| | |
|-------------------------|----|
| Check # | |
| Amount of Check: | \$ |

E-Mailing Instructions

Please scan your application and include credit card information and submit via email, or you may mail it with a check. If you wish to do a wire transfer to pay, please email Kathleen Tindell. Applications must be submitted in English.

Kathleen G. Tindell, Program Director
HSMAI University
ktindell@hsmi.org

Or you can mail to:
HSMAI
7918 Jones Branch Dr, Suite 300, McLean, VA 22102

Questions? Please email or call: 703-506-2010