



**Steve Hood** is the Senior Vice President of Research for STR. He has been with STR for 25 years and was involved in the original development of the STAR program utilized by nearly 70,000 hotels and almost all hotel companies around the world. Steve is the Founding Director of the SHARE Center, STR's program to support hospitality and tourism education with over 1,000 schools involved from 80 different countries. The STR SHARE Center provides hospitality and tourism data for research and for use in the classroom as well as related resources including student certifications, training programs, and student competitions. Steve serves on advisory boards and as an honorary professor for leading schools, including Cornell, Penn State, Virginia Tech, University of Delaware, Colorado State, Ecole Hoteliere de Lausanne and Hong Kong Poly. Steve has been recognized with the ICHRIE Industry Recognition Award, the EuroCHRIE Nestle Pro Gastronomica Award and by the Hotel Schools of Distinction for his commitment to hospitality and tourism education.