




MERV MERZUG
mmerzoug@scpllc.com

GAMING, LODGING & LEISURE EXPERTISE


- Advised one of the largest hotel chains in the world on methods to predict property demand and strategies to develop demand-based pricing. Built predictive models and algorithms using real-time and lagging data that are still in use today resulting in optimal pricing and increased revenue.


[MERV'S GENERIC BIOGRAPHY](#)
[Back to Industry Team](#)


Los Angeles, Headquarters
213-289-9061

 Boston
857-586-4700

 Dallas
214-271-5108

 Houston
832-871-5291

 New York
917-833-8171

 Seattle
206-339-9075

