



Michael

ANDERSON

EVENT DEVELOPMENT MANAGER

Strategic Adventure Race Coordinator with an extensive background in event management and a keen focus on enhancing participant experiences through innovative approaches. Skilled in developing strategic partnerships that enhance event visibility and engagement, leading to increased participation rates. Expertise in utilizing technology to streamline operations and enhance safety measures during events.

CONTACT

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- 📍 San Francisco, CA

SKILLS

- strategic partnerships
- technology integration
- market analysis
- team leadership
- event logistics
- community engagement

LANGUAGES

- English
- Spanish
- French

EDUCATION

MASTER OF SCIENCE IN EVENT MANAGEMENT, UNIVERSITY OF FLORIDA, 2014

ACHIEVEMENTS

- Increased overall event attendance by 50% through targeted marketing efforts.
- Achieved recognition for 'Best New Event' in the regional adventure racing circuit.
- Implemented cost-saving measures that reduced operational expenses by 10%.

WORK EXPERIENCE

EVENT DEVELOPMENT MANAGER

Summit Racing Events

2020 - 2025

- Developed and managed a portfolio of adventure races, focusing on participant growth.
- Collaborated with sponsors to create co-branded marketing campaigns.
- Implemented technology solutions for race timing and participant tracking.
- Conducted market research to identify trends and opportunities for new events.
- Trained staff on safety protocols and emergency response procedures.
- Engaged with community organizations to promote local involvement and support.

RACE OPERATIONS COORDINATOR

Outdoor Challenge Events

2015 - 2020

- Coordinated logistics for multi-sport adventure races, ensuring participant safety.
- Managed registration processes and participant communications effectively.
- Developed race day schedules and workflows for efficient operations.
- Engaged local businesses for sponsorship and support, enhancing event funding.
- Conducted post-event evaluations to gather insights for future improvements.
- Utilized feedback to enhance overall participant satisfaction and experience.