



MICHAEL ANDERSON

Director of Adventure Racing

Visionary Adventure Race Coordinator with a profound commitment to promoting outdoor sports and enhancing participant experiences. Extensive experience in organizing and executing adventure races that emphasize community involvement and sustainability. Proven track record in managing diverse teams and collaborating with local organizations to create engaging events. Expertise in utilizing technology for race management and participant tracking, leading to improved operational efficiency.

CONTACT

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- San Francisco, CA

EDUCATION

Master of Science in Outdoor Recreation

University of Oregon
2013

SKILLS

- event coordination
- community involvement
- technology integration
- marketing
- participant tracking
- team management

LANGUAGES

- English
- Spanish
- French

WORK EXPERIENCE

Director of Adventure Racing

2020-2023

Epic Outdoor Events

- Oversaw the planning and execution of adventure races with a focus on community engagement.
- Developed innovative race formats that attracted a diverse participant base.
- Managed partnerships with sponsors and local businesses to enhance event offerings.
- Utilized technology to improve race day operations and participant tracking.
- Conducted thorough evaluations of events to inform future improvements.
- Engaged with local communities to foster support and participation.

Event Manager

2019-2020

Adventure Quest

- Coordinated logistics for multi-sport adventure races, ensuring participant safety and enjoyment.
- Managed all aspects of event promotion and marketing to maximize participation.
- Trained and supervised event staff and volunteers for successful execution.
- Facilitated partnerships with health and wellness organizations to promote events.
- Conducted participant surveys to gather feedback and improve future offerings.
- Engaged with local media to enhance event visibility and community support.

ACHIEVEMENTS

- Achieved a 60% increase in event participation through targeted marketing strategies.
- Recognized as 'Event Coordinator of the Year' by the National Adventure Racing Association.
- Successfully implemented sustainability initiatives that reduced environmental impact by 25%.