



MICHAEL ANDERSON

BROADCAST RIGHTS MANAGER

PROFILE

Dynamic Broadcast Rights Analyst with a robust background in sports media and licensing agreements. Skilled in negotiating high-stakes contracts and managing complex rights portfolios. Proven track record of enhancing revenue through innovative broadcast strategies and partnerships. Possesses a keen understanding of audience engagement metrics and their implications on content distribution. Adept at utilizing cutting-edge technology to analyze market data and inform strategic decisions.

EXPERIENCE

BROADCAST RIGHTS MANAGER

Premier Sports Network

2016 - Present

- Directed the acquisition of broadcast rights for international sports events, increasing market share by 15%.
- Led negotiations with network partners to optimize content distribution agreements.
- Implemented data-driven strategies to enhance viewer engagement across multiple platforms.
- Supervised a team of analysts to ensure accurate reporting and compliance with contractual obligations.
- Developed and maintained relationships with sports leagues and governing bodies.
- Presented strategic initiatives to senior management, driving alignment on key projects.

RIGHTS ACQUISITION SPECIALIST

Broadcast Media Solutions

2014 - 2016

- Assisted in the evaluation and negotiation of broadcast rights for various media properties.
- Conducted thorough market research to identify potential rights acquisition opportunities.
- Maintained a comprehensive database of rights agreements and licensing terms.
- Collaborated with marketing teams to promote new programming initiatives.
- Facilitated cross-departmental meetings to align project objectives and deliverables.
- Provided detailed reports on rights utilization and performance metrics to stakeholders.

CONTACT

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SKILLS

- contract management
- audience analytics
- negotiation strategies
- market research
- rights portfolio management
- stakeholder engagement

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF ARTS IN COMMUNICATIONS - UNIVERSITY OF SOUTHERN CALIFORNIA

ACHIEVEMENTS

- Achieved a 40% increase in rights acquisition efficiency through process improvements.
- Recognized for outstanding negotiation skills, leading to a multi-million dollar contract renewal.
- Successfully launched a new sports channel that generated significant advertising revenue.