



Michael ANDERSON

BROADCAST RIGHTS NEGOTIATOR

Innovative Broadcast Rights Analyst with a proven track record in the sports and entertainment sectors. Expertise in negotiating broadcast agreements and optimizing content distribution strategies. Strong analytical skills enable the identification of market opportunities and risk management. Exceptional ability to collaborate with diverse teams to enhance operational efficiency and drive revenue.

CONTACT

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SKILLS

- broadcast negotiations
- market assessments
- data analytics
- contract compliance
- stakeholder management
- operational efficiency

LANGUAGES

- English
- Spanish
- French

EDUCATION

**BACHELOR OF SCIENCE IN SPORTS
MANAGEMENT - UNIVERSITY OF
FLORIDA**

ACHIEVEMENTS

- Achieved a 50% increase in rights negotiation success rate through innovative strategies.
- Recognized for outstanding performance with a company award for negotiation excellence.
- Successfully negotiated a multi-year contract with a leading sports league.

WORK EXPERIENCE

BROADCAST RIGHTS NEGOTIATOR

Entertainment Broadcasting Inc.

2020 - 2025

- Negotiated broadcast agreements that resulted in a 300% increase in audience reach.
- Conducted market assessments to identify new revenue opportunities and strategic partnerships.
- Collaborated with legal departments to finalize contracts that protect organizational interests.
- Utilized data analytics to track the performance of broadcast rights and make informed recommendations.
- Developed strong relationships with content creators and distributors to enhance negotiation outcomes.
- Presented strategic insights to senior management to guide content acquisition efforts.

JUNIOR RIGHTS ANALYST

Sports Network Group

2015 - 2020

- Assisted in the evaluation of broadcast rights for various sports events, contributing to a 15% revenue increase.
- Maintained an organized database of rights agreements and licensing terms.
- Supported marketing campaigns to promote new broadcast initiatives.
- Conducted research on competitor strategies to inform negotiation tactics.
- Facilitated cross-departmental collaboration to align project goals.
- Provided detailed reports on broadcast performance metrics to stakeholders.